JANUARY 27, 1947 PRICE 20 CENTS

# BROADCASTING

The Weekly Newsmagazine of Radio

## TELECASTING


ANOTHER YEAR
ANOTHER MILLION LETTERS

18 MILLION IN 17 YEARS

For the seventeenth *consecutive* year, WLS in 1946 received a million letters—1,071,540 to be exact! In its 17 years under the present management, 18,073,848 letters have been received—*more* than a million a year average for 17 years! To say it another way—the large and loyal WLS audience in Chicago and Midwest America *responds* to us and our advertisers—and so, WLS gets results!

*A Clear Channel Station*

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER President
GLENN SNYDER Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

*From*

| | |
|---|---|
| **Tiquisate . . . . . .to** | **Wagner, S. D.** |
| **Quetzaltenango..to** | **Jamestown, N. D.** |
| **Chichicastenango.to** | **Spencer, Iowa** |
| **Totonicapan . . . . .to** | **O'Neill, Neb.** |
| **Chimaltenango . . to** | **Morris, Minn.** |

# CHRIS MACK

## *BRINGS THE STORY*

● WNAX Farm Director, Chris Mack, knew there were some startling agricultural experiments taking place in Guatemala. How about the Iowa State College Tropical Research Center near Antiqua and its experiments in corn with stalks so tough and roots so extensive that the corn can live through anything in the lines of diseases and insects? Or the farms near Tiquisate with those interesting results from crossing India Brahma cattle with Holsteins and Brown Swiss?

"My listeners would like to know about those things," decided Mack, so last October, he packed himself, his satchel, his wire recorder and camera off to Central America.

Mack's back home on WNAX, now. (Also booked for lectures in 47 towns at this writing.) And folks in the Big Aggie neighborhood are clamoring to hear him tell about things happening in Guatemala for the advancement of agriculture. Folks in the WNAX area are progressive that way; want to keep up on the latest. And Chris Mack's trek to Guatemala is typical of WNAX's efforts to give its listeners the kind of broadcasts they want to hear.

Pays off, too . . . as your nearest Katz man will gladly show you.

A Cowles Station

# WNAX

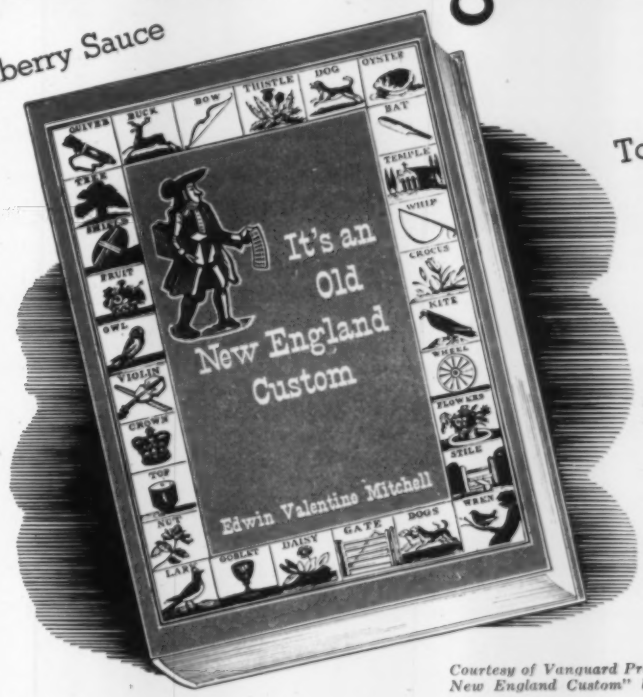
**SIOUX CITY - YANKTON** *AFFILIATED WITH THE AMERICAN BROADCASTING CO.*

# It's an Old New England Custom

To Serve Turkey and Cranberry Sauce

To Be Fond of Fish

To Beat the Drum




To Have Pie for Breakfast

To Reach a Ripe Old Age

*Courtesy of Vanguard Press, publishers of "It's an Old New England Custom" by Edwin Valentine Mitchell*

## To listen to Yankee home-town stations!

| | |
|---|---|
| WNAC | Boston, Mass. |
| WFAU | Augusta, Me. |
| WJOR | Bangor, Me. |
| WICC | Bridgeport, Ct. |
| WKXL | Concord, N. H. |
| WSAR | Fall River, Mass. |
| WEIM | Fitchburg-Leominster, Mass. |
| WHAI | Greenfield, Mass. |
| WONS | Hartford, Ct. |
| WHYN | Holyoke-Springfield, Mass. |
| WLNH | Laconia, N. H. |
| WCOU | Lewiston-Auburn, Maine |
| WLLH | Lowell-Lawrence, Massachusetts |
| WKBR | Manchester, N.H. |
| WNLC | New London, Ct. |
| WBRK | Pittsfield, Mass. |
| WMTW | Portland, Me. |
| WHEB | Portsmouth-Dover, N. H. |
| WEAN | Providence, R. I. |
| WSYB | Rutland, Vt. |
| WWSR | St. Albans, Vt. |
| WWCO | Waterbury, Ct. |
| WDEV | Waterbury, Vt. |
| WAAB | Worcester, Mass. |

Plus Yankee FM Stations

| | |
|---|---|
| WGTR | Boston |
| WMNE | Mt. Washington |

A YANKEE HOME-TOWN STATION has a distinctly local character. It's an integral part of community life — as familiar as the post office or the town hall.

A Yankee home-town station brings to its community the best in radio entertainment — coast-to-coast programs, with Yankee Network News Service, thrilling sportcasts, plus programs of New England flavor and local interest. Yankee home-towners listen to their local stations. They hear the best without dialing outside stations.

A Yankee home-town station promotes local business. There is a community of interest between it and the local merchants. It is used by the very merchants whose co-operation you seek and who are ready to push national brands locally advertised.

This is local acceptance in the Yankee sense — acceptance by the audience and by trade outlets — acceptance that is a strong, active daily influence on buying habits, that gives you direct penetration and greatest sales impact in each key market.

Yankee's 24 home-town stations tie these markets together. They provide complete radio coverage of New England in the only way it can be obtained.

*Acceptance is* THE YANKEE NETWORK'S *Foundation*

# THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# BROADCASTING... at deadline

## Closed Circuit

IF NEW "temporary expediting procedure" of FCC on standard broadcast matters works as planned, with all pending applications cleared by grant, denial or hearing designation between Feb. 7 cut-off date and May 1, logical expectation is it will become permanent procedure. In other words, each three months FCC would cut off applications, run them through, and then consider next accumulation on production line basis.

IF YOU WONDER what motivates FCC's wholesale licensing of new AM stations in almost utter disregard of engineering standards, bend an ear to this bit of philosophy loosed by a member of FCC: "If we clutter up the broadcast band enough with new grants, we will force these guys into FM."

STRICTLY unmentionable have been actual figures on how effective radio was in tested programs during retail clinic at Joske's of Texas, but understood store may relent and divulge hints. Results are impressive—tested programs ballooned sales as high as 200%.

JACK HARRIS, assistant general manager of WSM Nashville, former Army Bureau of Public Relations radio chief, slated to take over general managership of KPRC Houston, operated by ex-Governor and Mrs. (ex-WAC colonel) Hobby. Kern Tips, former general manager, has left to take partnership in Houston advertising agency.

NOW THAT Supreme Court has upheld WOKO in Sam Pickard-hidden ownership case, FCC can be expected to clear its dockets of similar cases, hanging fire many months. These involve WORL Boston, WGKV Charleston, W. Va., and related case with respect to WCHS Charleston.

COULD SOME of those newly authorized daytimers on clear channels be planning party line network? There's talk about daytime hookup of such stations with limited commercials keyed from Washington where Ed (Blue Book) Brecher's WQQW now operates and with New York key which its backers are confident is upcoming. Unity group of stations, backed by CIO, also talked about as daytime party liners. One wag suggests group might borrow from NBC old "red network" tag.

THIS BUSINESS of ex-FCC bureaucrats entering radio may be contagious. On heels of departure of Ed (Blue Book) Brecher, who runs new WQQW in Washington, Walter E. (Red) James, assistant to general counsel, has resigned ostensibly to join Montgomery, Ala., law firm. But prior to Feb. 7 there may be application for new station in that market in which James will be interested.

NOW THAT NARBA engineering conference, having to do with domestic broadcast allocations, is set for postponement from April 1 to Nov. 1 at request of Mexico and with acquiescence of FCC, postponement of final clear-

(*Continued on page 94*)

## *Upcoming*

Jan. 27: NAB Employe-Employer Relations Committee, Hotel Mayflower, Washington.

Jan. 27: Resumption CBS Color Television Hearing before FCC, Federal Court House, New York.

Jan. 27-31: American Institute of Electrical Engineers Winter Meeting, Engineering Society Bldg., New York.

Jan. 29-31: NAB Small Market Stations Executive Committee, Hotel Statler, Washington.

(Other Upcomings on page 87.)

## Bulletins

DISCUSSIONS looking toward establishment of wages and working conditions for musicians on FM will begin shortly between network officials and James Caesar Petrillo, AFM president, it was learned late Friday following meeting of union chief with network executives (see earlier story page 15).

RALPH R. BEAL, 59, vice president in charge of engineering of RCA Communications, died suddenly Friday in Doctors Hospital in New York. Mr. Beal joined RCA in 1926 as Pacific division director. In 1934 he was transferred to New York as research supervisor, and three years later was made research director.

RAY C. COSGROVE, Crosley Corp., president of RMA, told American Marketing Assn. luncheon in New York Friday he felt industry would fight FCC if CBS color standards are adopted instead of black-and-white.

### ARTHUR CASEY, WOL, IN WASHINGTON HOSPITAL

ARTHUR CASEY, assistant general manager of WOL Washington, in Georgetown Hospital after hemorrhage due to stomach ulcers. He was receiving transfusions Friday. Condition improved Friday evening but he will be in hospital two weeks, then rest for month.

Despite pain Mr. Casey delivered scheduled talk Thursday afternoon at Radio Institute held by Washington members of Assn. of Women Directors. Immediately after speech he went to hospital.

### NAB AREA C DATE SET

NAB Area C meeting (District 10, Ia., Mo., Neb., and District 12, Kan., Okla.) to be held April 14-16 at Meuhlbach Hotel, Kansas City. Area D tentatively slated to meet May 8-10 at Palmer House, Chicago. Area comprises Districts 8 (Ind., Mich. in part); 9 (Ill., Wis. in part); 11 (Minn., N. D., Mich. in part, eastern S. D.). Area F, tentatively set May 1-2 in Birmingham, comprises Districts 5 (Ala., Fla., Ga.) and 6 (Ark., La., Miss., Tenn.).

## Business Briefly

BROKER USES TV ● Merrill, Lynch, Pierce, Fenner & Beane, New York broker, Jan. 30 sponsors 15-minute video show *Money at Work*, produced by New York Stock Exchange for educational purposes, on WCBS-TV. Other TV outlets to be used later.

QUAKER OATS RENEWS ● Quaker Oats Co., Chicago, March 2 renews for 52 weeks *Those Websters* Sun., 5-5:30, MBS. Agency, Ruthrauff & Ryan, Chicago.

### AFRA CONTRACT SIGNING EXPECTED THIS WEEK

FOUR MAJOR networks slated to sign western AFRA agreements early this week, despite disagreement between union and KFI Los Angeles, NBC affiliate, and fact that Seattle contract still being negotiated.

Strike threats waned. Final signatures to nationwide contract between AFRA-networks delayed pending West Coast settlement.

Substantial increase won by AFRA for announcers on WINS and WNEW New York, retroactive to Dec. 1, 1946, authentic reports state, but negotiations continue today (Monday). AFRA also negotiating with WMCA New York.

In Chicago five Class A stations—WGN WBBM WMAQ WLS WENR—signed contracts but stations and AFRA officials agreed to withhold announcement pending Coast settlement. Clause relating to shortwave, television, FM and facsimile talent fees eliminated from contract; will be taken up separately later.

### PHILCO TO SHOW COLOR SYSTEM AT VIDEO HEARING

WPTZ Philadelphia, Philco television station, will participate in FCC color television hearing Wednesday (Jan. 29) at Princeton with demonstration of system previously shown to Radio Technical Planning Board.

Frank J. Bingley, WPTZ chief engineer, said system simulates color video system of sequential type, showing frame rate necessary to avoid flicker. System, he told BROADCASTING, "is the basis for the RTPB's recommendation for 60-color frames whereas CBS is using 48 frames." (Earlier story, page 93.)

### FCC NOT TO ACCEPT INCOMPLETE AM APPLICATIONS

ANTICIPATING what many observers believe will be last real deluge of AM applications, FCC Friday warned it will not accept incomplete applications rushed in to beat Feb. 7 "temporary expediting procedure" deadline.

Upsurge in filings already becoming evident since announcement that applications for new or changed AM facilities filed between Feb. 7 and May 1 will be kept in pending files while FCC staff and private consultants work on applications already on hand [BROADCASTING, Jan. 13].

# COUNTRY STORES *with* CITY SALES

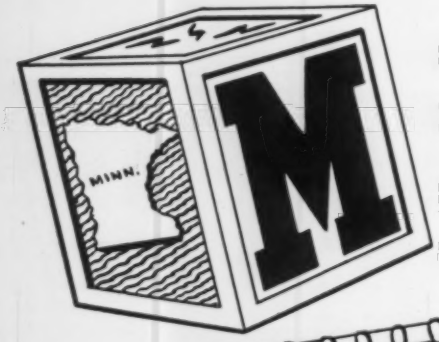
Over 28 million dollars in annual sales —that's the total volume of general stores in the Nashville area . . . And the buyers in this rich rural market make as good sales prospects as their city cousins . . . Harder to reach? Not when WSIX effectively covers the Nashville market area . . . And audiences in both city and country are attracted by the variety of top-rated shows broadcast over WSIX.

## WSIX gives you all three: Market, Coverage, Economy

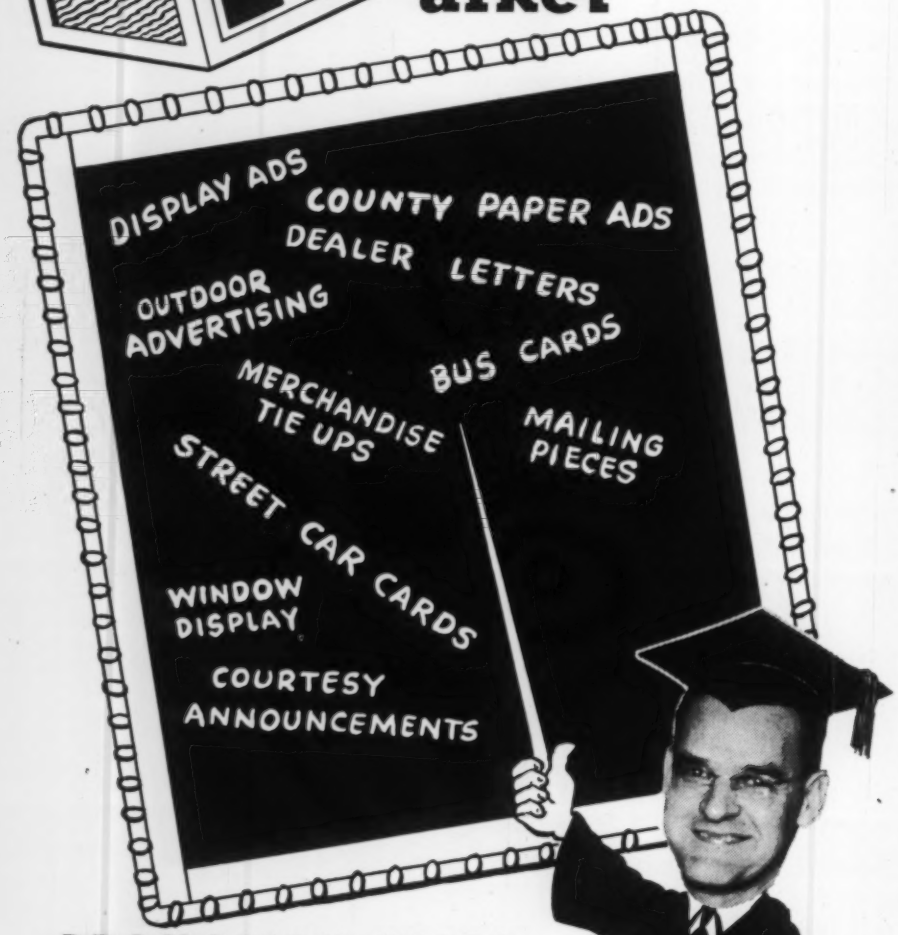
WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

*Represented Nationally by the*
KATZ AGENCY, Inc.

**5,000 WATTS • 980 KC** **AMERICAN • MUTUAL**




# aking the ost of your innesota arket



## PROMOTION HELPS *Tailor-Made* FOR YOU

The new WDGY is going all-out to make the most of every time dollar spent in the billion dollar Minnesota Market—and it's paying off. Service, performance and results are being enjoyed by advertisers who are now taking advantage of choice availabilities on the station that gives you Minnesota—and then some.

Wire, write or call Avery-Knodel. They will give you the complete profit picture.

MINNEAPOLIS **WDGY** SAINT PAUL

CHARLES T. STUART
Pres. & Executive Director
Executive Offices, Lincoln, Nebr.

MELVIN DRAKE
Vice President & Station Mgr.

AVERY-KNODEL INC.
National Representatives



# BROADCASTING
TELECASTING

*Published Weekly by Broadcasting Publications, Inc.*
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022


*IN THIS ISSUE . . .*


| | |
|---|---|
| Law Will Limit FCC Powers | 15 |
| Petrillo Bargains With Network Heads | 15 |
| NAB Group to Get Legislation Plans | 16 |
| FM Head Urges FCC Use Term 'AM' | 16 |
| TQN Upheld in 'Rainey Case' | 17 |
| WBAL Asks 'Correction' on Blue Book | 17 |
| Drive to Promote Retail Radio Planned | 18 |
| Station-Network Labor Row Probed | 18 |
| Refunds Due for Excess Tax Payments By A. R. Ellman | 20 |
| 100 Engineers Attend FM Clinic | 20 |
| First Two Months Are WGAY's Hardest By Joseph L. Brechner | 22 |
| Application for S. F. 50 kw Withdrawn | 24 |
| Sets-in-Use Mark Hits 5-Year High | 26 |
| Revision of Standard Time Act Sought | 28 |
| 50 kw Proposed Grant for WIBC | 30 |
| Receiver Production Hits Alltime High | 34 |
| Correspondents to Submit Petition to Judges | 79 |
| May Curb FM Class A Channel Assignments | 83 |
| 5 Crosley Executives Resign | 86 |

**DEPARTMENTS**

| | | | |
|---|---|---|---|
| Agencies | 54 | Production | 58 |
| Allied Arts | 52 | Programs | 68 |
| Commercial | 46 | Promotion | 72 |
| Editorial | 50 | Sid Hix | 16 |
| FCC Actions | 56 | Sponsors | 62 |
| Management | 45 | Technical | 62 |
| News | 74 | Turntable | 74 |
| Our Respects to | 50 | Upcoming | 87 |



**At Washington Headquarters**
**SOL TAISHOFF**
*Editor and Publisher*

**EDITORIAL**
**ROBERT K. RICHARDS,** *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Lawrence Christopher, Paul Fulcomer, Irving Kipnes, Kathryn Swanson, Mary Zurhorst; EDITORIAL ASSISTANTS: Margaret Elliott, Elizabeth Jo Hailey, Cleo Kathas, Frances Tymann; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

**BUSINESS**
**MAURY LONG,** *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

**CIRCULATION AND READERS' SERVICE**
**BERNARD PLATT,** *Director*
Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold, Mary A. Cook.

**PROMOTION**
**WINFIELD R. LEVI,** *Manager,*

**NEW YORK BUREAU**
250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Hilliard H. Wolfe Jr., Patricia Ryden, Dorothy Macarow.
**Bruce Robertson,** *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

**CHICAGO BUREAU**
360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

**HOLLYWOOD BUREAU**
6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

**TORONTO BUREAU**
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office



*Copyright 1947 by Broadcasting Publications, Inc.*



SUBSCRIPTION PRICE: $5.00 PER YEAR, 20c PER COPY

**IF IT'S OPOSSUMS YOU WANT...**

# Use a hound dog in Kentucky!

**IF IT'S SALES YOU WANT...**

# Use WTIC in Southern New England!

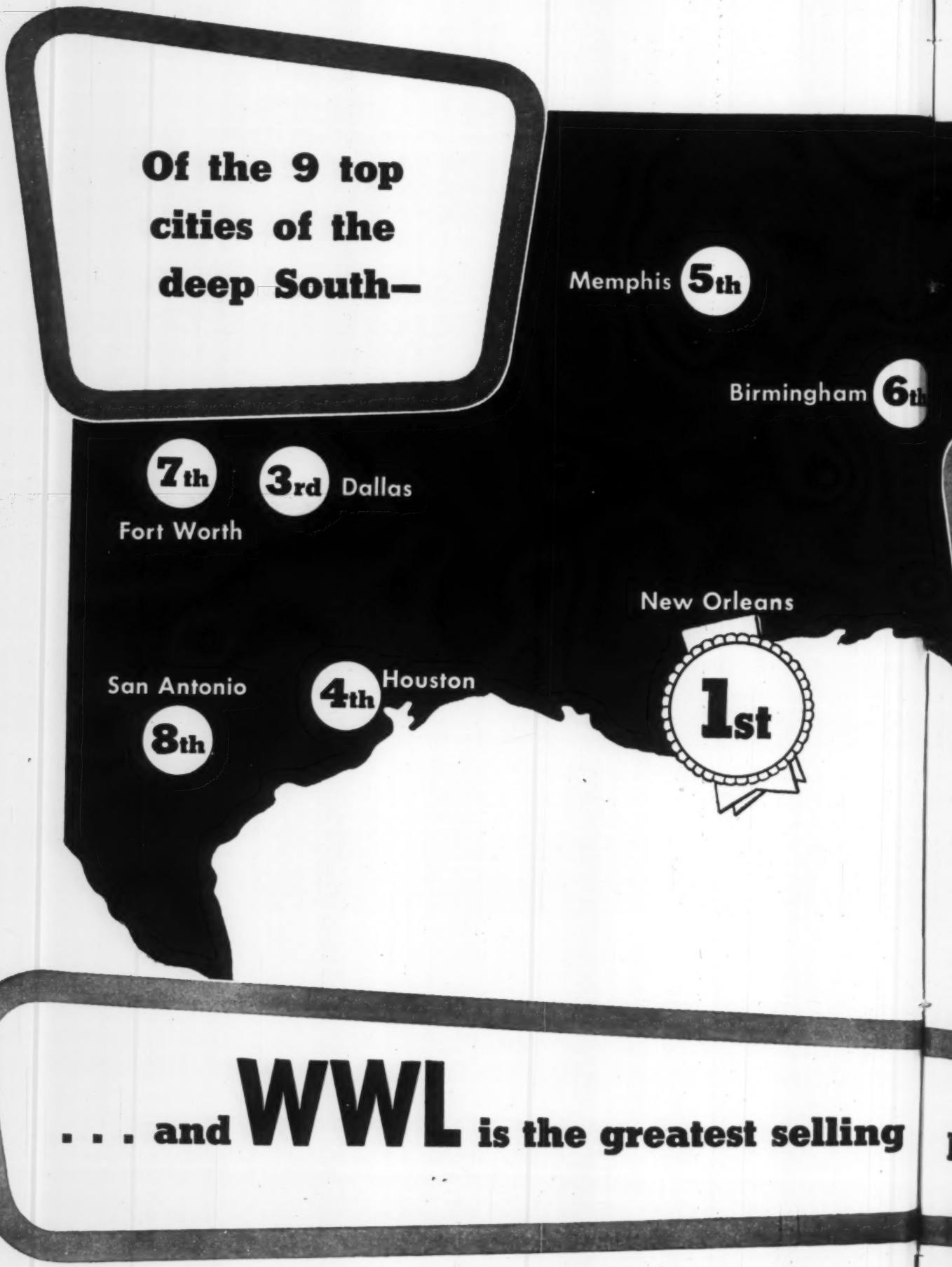
*By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.*

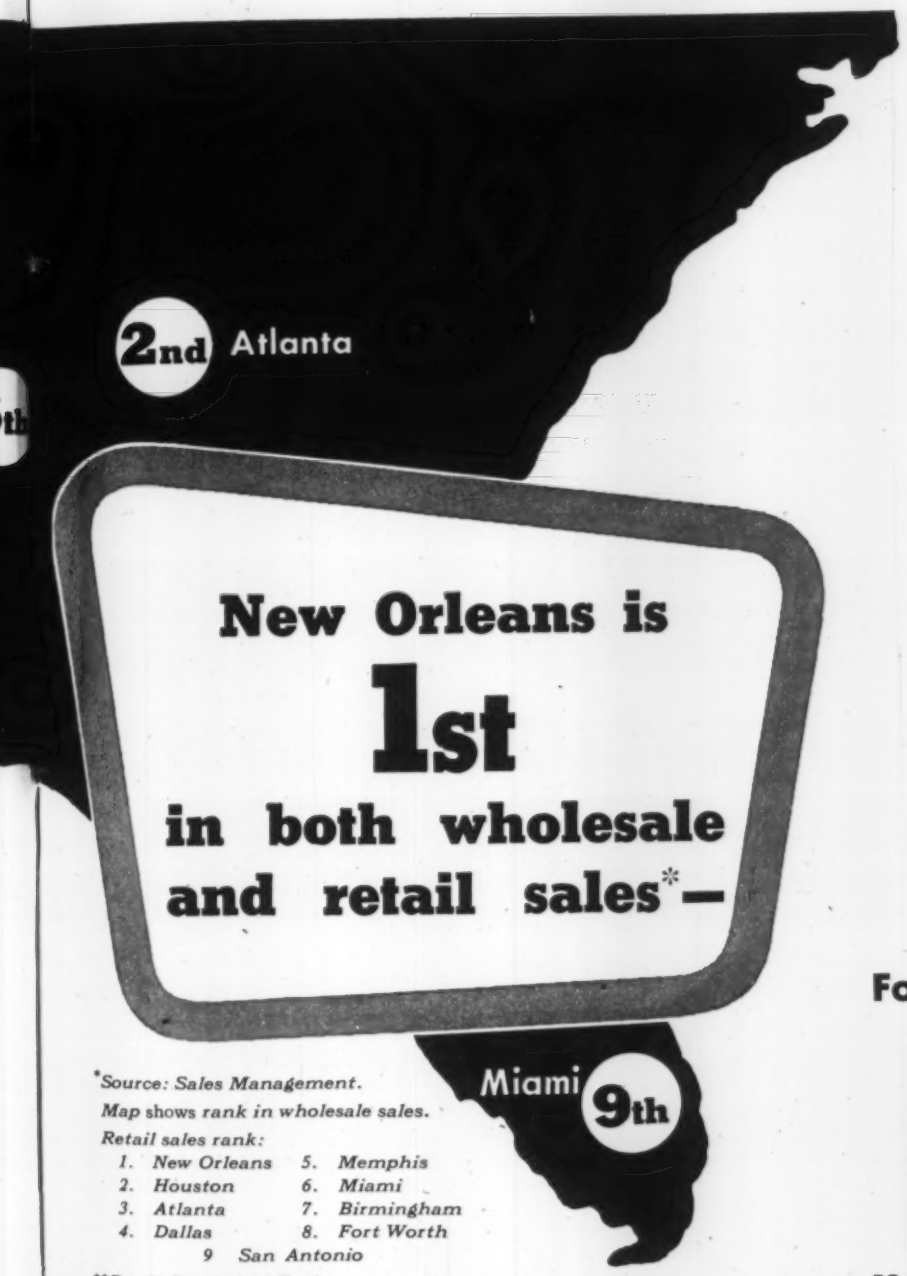
WTIC
50,000 WATTS

**DIRECT ROUTE TO SALES IN *Southern New England***

The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network

Represented by WEED & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood


Of the 9 top cities of the deep South—
Memphis 5th
Birmingham 6th
7th
Fort Worth
3rd Dallas
New Orleans
1st
San Antonio
8th
4th Houston
. . . and WWL is the greatest selling




# New Orleans is 1st in both wholesale and retail sales*—

*Source: Sales Management.*

*Map shows rank in wholesale sales.*

*Retail sales rank:*

1. *New Orleans*
2. *Houston*
3. *Atlanta*
4. *Dallas*
5. *Memphis*
6. *Miami*
7. *Birmingham*
8. *Fort Worth*
9. *San Antonio*

***Dun's Statistical Review.***

**BUYING POWER**

Buying power in New Orleans more than doubled in the past 5 years according to a survey by the magazine *Sales Management*.

**INCOME**

Effective income in New Orleans is higher than the U. S. average — and increasing faster. In 1945, the national index was 226 compared with the New Orleans index of 262.

**RETAIL TRADE**

Retail trade in New Orleans increased 29% in the first half of this year as compared with the same period of 1945. This increase is greater than average for the U. S.**

**INDUSTRY**

New Orleans industry continues to grow in spite of lost war production. New Orleans now shows an index of 146 as compared with an index of 100 in 1939. This year, 30,000 more industrial workers are employed than in 1940.

**Folks turn first to—**

**WWL**
**NEW ORLEANS**
A DEPARTMENT OF LOYOLA UNIVERSITY

**50,000 Watts --- Clear Channel --- CBS Affiliate**

**Represented Nationally by The Katz Agency, Inc.**

**power in the South's greatest city**

TESTING-
TESTING-
TESTING!
Planning a Test Campaign?
Try KFOR

KFOR is ideally situated for your test campaigns—and equipped to furnish you valuable information about typical consumer audiences. Lincoln is Nebraska's second market, a community of 100,000 people—plus. Lincoln is the Capital City of Nebraska, and home of the State University. 20,000 typical American families live in Lincoln and LISTEN TO KFOR.

For a test that will give you accurate results at reasonable cost—TRY KFOR.

CHARLES T. STUART
PRESIDENT AND
EXECUTIVE DIRECTOR

EXECUTIVE OFFICES,
STUART BUILDING,
LINCOLN, NEBRASKA

1240 KC BASIC ABC

KFOR
LINCOLN, NEBRASKA
LOCAL CHANNEL

HARRY PECK
Station
Manager

EDW. PETRY & CO., INC.
National
Representatives

# Feature of the Week

A STATION that circulates the daily program schedule of its competitor side by side with its own—that's KTUC Tucson, Ariz.

This new promotion project is carried out with the aid of a KTUC advertiser each month. It takes the form of a monthly booklet, prepared by the 250-w CBS and Arizona Network outlet, containing the daily program log of KVOA and that of KTUC, a story about the advertiser's business and one relating to his program activities on KTUC.

The advertiser featured in the "issue"" distributes the booklets with his monthly statements.

And the idea is catching on:

"The listener is the one who really benefits," explains KTUC General Manager Lee Little, "and Tucson listeners are demanding this schedule each month."

As proof of the demand, the station points out that 5,000 copies of the November schedule were printed; the number doubled in December, and the January edition reached 12,000 copies. To meet the continuing demand, officials said, it will be necessary to print 15,000 copies of the February schedule.

In addition to the copies sent out by the featured advertiser each month, KTUC retains a supply for distribution by the station to listeners who request them. The cost of printing is paid by the station.

And what does KTUC expect to gain by sending into the homes of listeners not only its own program schedule but also that of a rival station?

The answer, according to Mr. Little, is more sets-in-use in the Tucson area. As the total number of listeners grows, KTUC expects to get its share of the increase.

### Official Obliges

CEDRIC ADAMS, WCCO Minneapolis newscaster whose program is noted for brief appearances by widely known personalities, had a new experience last Tuesday night. Seated next to Minnesota's lieutenant governor, C. Elmer Anderson, at a banquet from which his 10 p.m. news was to originate, Mr. Adams asked the state official if he would like to read the commercial announcement. The lieutenant governor would and did.

# Sellers of Sales

IT WAS through a blind date that Mary McKenna met her husband; it was blind faith in advertising that brought her into the radio business; but it was her own capabilities that brought her the recently acquired title of time buyer in charge of all spot buying (except Procter & Gamble) for Benton & Bowles, New York.

MARY

Born in New York on August 14, 1915, the attractive brown-haired, blue-eyed Mrs. McKenna, majored in finance and advertising at Columbia U. She received her B.S. in 1937. She knew then that she wanted to be in advertising but never thought it would end up in radio.

Her first job was with Calkins & Holden, New York, in the production department. Ten months later, she joined Young & Rubicam, New York. There she was in charge of handling the fan mail for the *We The People* show. In 1940, she joined Hearst Radio, station representatives for Hearst owned stations (no longer in existence), in the market research department. Two years later, she joined Benton & Bowles in charge of media research group. This group serves the time buyers of the agency with such details as ratings, coverage, sales factors, etc. It was on Jan. 1, 1947, that Mary was named spot time buyer for the agency.

She handles spot radio time for the following accounts: General Foods, Best Foods, Florida Citrus, McKesson & Robbins products, Canned Manufactures, Kreuger Brewing, and Labrofacts Inc.

Mrs. McKenna has been married to Maurice McKenna for seven years. Mr. McKenna is in charge of the restaurant, bakery and ice cream departments of Abraham & Straus, a department store in Brooklyn.

The McKennas live in a three-room apartment on East 89th Street. Sailing is their hobby. They own a cruising motor-sailer, the *Drizzle-puss III*, which is docked during the winter months on City Island.

Music—Mrs. McKenna plays the piano—is another of their hobbies. They also collect records—jazz and classical. During the winter months, the McKennas ice skate on weekends in the country, and are also avid bridge players.

A WISE—ECONOMICAL BUY

This station reaches Reading's consistently prosperous trading territory effectively, at low cost.

WRAW

READING, PA.
Write for information

NBC

Represented by
RADIO ADVERTISING COMPANY

# KWK ST. LOUIS, MEANS

## Showmanship

Such as has made Gil Newsome's Teen Thirty Club* far and away St. Louis' most popular program with teen-agers, in only three months.

*Sponsored by Royal Crown Cola.
10:30 to 11:00 a. m. Saturday
(Hooper Rating 11.2)

## Talent

That group of veteran radio entertainers that has made KWK known as the station for "St. Louis' outstanding personalities and locally produced shows".

## Market

New job peak coming in 1947. (Currently 660,000). Wholesale sales over $1,164,000,000.00. Almost $1,000,000,000.00 in retail sales. Over $600,000,000.00 scheduled for 1947 building and expansion. $15,000,000.00 Post Office volume...another all-time peak.

*For St. Louis' Outstanding Personalities and Locally Produced Shows, it's*

KWK
MUTUAL

HOTEL CHASE
ST. LOUIS

PAUL H. RAYMER CO., Representative

These Western Electric FM Broadcast transmitters—22 in all—are now on the air in the 88-108 mc band... and others (not shown) are in operation for experimental purposes, or are in process of installation • In FM—as in AM—transmitters of Bell Telephone Laboratories design and Western Electric manufacture have acquired a reputation for quality,

WABF
Metro. Television Inc.
New York, N. Y.

WAFM
Voice of Alabama Inc.
Birmingham, Ala.

WBAM
Bamberger B'casting Serv.
New York, N. Y.

WBCM-FM
Bay Broadcasting Co. Inc.
Bay City, Mich.

# F M TRANSMITTERS

WIP-FM
Pennsylvania B'casting Co.
Philadelphia, Pa.

WITH-FM
Maryland B'casting Co.
Baltimore, Md.

WMGM
Marcus Loew Booking Agcy.
New York, N. Y.

WNYC-FM
City of New York
New York, N. Y.

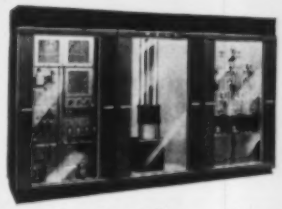
## IN THE NEW BAND

W9XEK
Courier-Journal and Times
Louisville, Ky.



W9XLA
KLZ Broadcasting Co.
Denver, Colo.

## NEW LINE OF FM TRANSMITTERS



Outstanding in styling and performance! 250 watt, 1, 3, 10, 25 and 50 kw.

Western Electric

Distributed by GraybaR

OFFICES IN 95 PRINCIPAL CITIES

dependability and low operating cost. • For FM equipment from 250 watts to 50 kw, contact your local Graybar Broadcast Equipment Representative. He will be glad to tell you all the technical features and advantages which make them outstanding, or—write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y. **QUALITY COUNTS**

# A LITTLE EXTRA EFFORT
# OFTEN GETS A BIG RESULT!

● **Never let it be said that we would burst a lovely bubble of illusion, nor tear a veil from innocent eyes. But *what is* all this talk about network advertisers "not needing" spot-broadcasting?**

**Inasmuch as we all know that every network has weak spots in numerous markets—that no network can claim top coverage everywhere—isn't it true that *network* advertisers can use spot-broadcasting just as sensibly and smartly as anybody else?**

**If you want some revealing facts on this subject, *ask the nearest F & P office!***

## FREE & PETERS, INC.
### *Pioneer Radio Station Representatives*
***Since May, 1932***

**EXCLUSIVE REPRESENTATIVES:**

| | |
|---|---|
| ALBUQUERQUE | KOB |
| BALTIMORE | WCBM |
| BEAUMONT | KFDM |
| BUFFALO | WGR |
| CHARLESTON, S. C. | WCSC |
| CINCINNATI | WCKY |
| COLUMBIA, S. C. | WIS |
| CORPUS CHRISTI | KRIS |
| DAVENPORT | WOC |
| DES MOINES | WHO |
| DULUTH-SUPERIOR | WDSM |
| FARGO | WDAY |
| HOUSTON | KXYZ |
| INDIANAPOLIS | WISH |
| KANSAS CITY | KMBC |
| LOUISVILLE | WAVE |
| MINNEAPOLIS-ST. PAUL | WTCN |
| NEW YORK | WMCA |
| OKLAHOMA CITY | KOMA |
| OMAHA | KFAB |
| PEORIA-TUSCOLA | WMBD-WDZ |
| PORTLAND, ORE. | KEX |
| RALEIGH | WPTF |
| ROANOKE | WDBJ |
| SAN DIEGO | KSDJ |
| ST. LOUIS | KSD |
| SEATTLE | KIRO |
| SYRACUSE | WFBL |
| TULSA | KTUL |

CHICAGO: 180 N. Michigan Franklin 6373 · NEW YORK: 444 Madison Ave. Plaza 5-4130 · DETROIT: 3463 Penobscot Bldg. Cadillac 4255 · SAN FRANCISCO: 58 Sutter Sutter 4353 · HOLLYWOOD: 6331 Hollywood Hollywood 2151 · ATLANTA: 322 Palmer Bldg. Main 5667

# BROADCASTING
## TELECASTING

VOL. 32, NO. 4 WASHINGTON, D. C., JANUARY 27, 1947 $5.00 A YEAR—20c A COPY


# Law Defining FCC Powers Ready Soon

## White Plans Bill; Ed Cooper Named Radio Expert

By BILL BAILEY

LEGISLATION defining the powers of the FCC will be introduced within a short time by Chairman Wallace H. White Jr. (R-Me.) of the Senate Interstate and Foreign Commerce Committee.

Mr. Cooper

He told BROADCASTING he would use the old White-Wheeler Bill (S-814) of the 78th Congress as a foundation for legislation that will express the intent of Congress with reference to FCC control over programs and business practices of stations. He has criticized the Supreme Court (so-called Frankfurter) decision of May 10, 1943, which upheld the FCC's chain broadcasting regulations. He has openly expressed the opinion that the Commission's procedure needs to be more definitely outlined by Congress.

### White Critical of FCC

Senator White has made no secret of the fact that he feels the FCC has gone far beyond the intent of Congress in many policy matters, particularly with reference to programs and business practices. As co-author of the original Radio Act of 1927, the Communications Act of 1934, and the White-Wheeler Bill, Senator White has some definite ideas about radio legislation and interpretation of the law by the Commission.

Indicating that he means to leave nothing undone to provide the country with a sound radio act, the Senator named Edward Cooper as professional staff member to major in communications and charged him with the responsibility of supervising the proposed radio legislation. Mr. Cooper has been chief of the committee's subcommittee on international communications under former Chairman Burton K. Wheeler (D-Mont.).

Senator White also announced appointment of Edward Jarret as clerk of the committee; Miss Vera Burgess as clerical assistant, and Alfred G. Davis as professional staff member to major in aviation. Mr. Jarrett and Miss Burgess served the committee under former Chairman Burton K. Wheeler (D-Mont.).

As Senator White unfolded his plans for radio legislation, the House was girding for an all-out investigation of the FCC. Strategy had not been mapped as BROADCASTING went to press, although it was learned that the Republican leadership was considering two courses of action.

### Involves Hearings

The first involves legislative hearings at which pertinent questions involving FCC policy and procedure would be developed. The second is for appointment of a select committee to devote its full time to investigating several executive agencies, with subcommittees to be named for specific probes of agencies such as the FCC, Maritime Commission and others now being scanned.

Speaker Joseph W. Martin Jr. (R-Mass.) Thursday afternoon called a meeting of standing committee chairmen to map an overall legislative program. Rep. Richard B. Wigglesworth (R-Mass.) has gone on record favoring a "thorough investigation" of the FCC. Since the 80th Congress opened he has been quietly assembling data looking toward a probe of the Commission.

**RADIO LEGISLATION defining the FCC's powers will be introduced shortly by Chairman Wallace H. White Jr. (R-Me.) of the Senate Interstate & Foreign Commerce Committee and co-author of the original Radio Act of 1927, the Communications Act of 1934, and the White-Wheeler Bill (S-814) of the 78th Congress. He named Edward Cooper professional staff member to major in communications to supervise the legislation. In the House, members were preparing to investigate the FCC.**

Senator White said that so far as he knew there is no move afoot in the Senate to investigate the Commission. Sen. Charles W. Tobey (R-N.H.), who introduced a resolution in the 79th Congress to investigate the FCC, said Thursday he had not made up his mind whether to press for an investigation. He indicated he would be inclined to go along with Senator White on legislation to define and curb the powers of the FCC.

Chairman White said the need for legislation in his opinion is more imperative than an investigation. He added, however, that should hearings indicate that the Commission needed to be investigated, he felt that such a probe should be undertaken by Congress.

### Hopes for Satisfactory Bill

"We attempted overall legislation in the last bill," said Senator White. "On some things Senator Wheeler and I were in agreement. On others we were far apart. I have hopes that we can bring out a bill that will be satisfactory to everybody concerned."

Whether he will attempt overall legislation or "specific revision" of

(*Continued on page 78*)

# Petrillo Forecasts Contract This Week

## Wage Increase Is Only Issue Yet to Be Decided

JAMES CAESAR PETRILLO announced late Friday that the American Federation of Musicians had agreed with the four major networks to negotiate for wage increases under a new contract to replace the present one which expires Jan. 31.

He predicted with confidence that the new contract will be signed this week and that it "will be in effect by Feb. 1." It will be negotiated locally in Los Angeles, Chicago and New York for a one-year period. The only issue will be wage increases, said Mr. Petrillo.

An earlier union demand that the present contract be continued until the Supreme Court decides the constitutionality of the Lee Act and that future pay increases be retroactive to Feb. 1 was rejected by the networks. Mr. Petrillo indicated that the retroactive feature no longer was an issue.

Among those who met with the AFM head and his international board were Niles Trammell, president, Frank E. Mullen, executive vice president, and John MacDonald, vice president in charge of finance, NBC; Frank Stanton, president, and Frank K. White, vice president and treasurer, for CBS; Mark Woods, president, Joseph A. McDonald, vice president and secretary, and Robert E. Kintner, executive vice president, for ABC; Edgar Kobak, president, Robert D. Swezey, vice president and general manager, and Theodore C. Streibert, WOR president and executive vice president of MBS, for Mutual.

The network-AFM conversations have no direct bearing upon individual station contracts with union locals, which expire next month. Meetings held last spring between President Justin Miller of the NAB and AFM President Petrillo were abruptly ended by the latter after passing of the Lea Act.

While last week's conversations were reported harmonious, possibility of a rupture of negotiations was not overlooked. In the past Mr. Petrillo has repeatedly threatened work stoppages or strikes, on the ground that no law can force his men to work against their will.

The fact that Congress now is on the threshold of enacting new labor legislation along the lines of the Lea Act, which would be broadly applied to all industry, rather than narrowly to broadcasting, is believed to have some bearing on the surface harmony at the sessions last Thursday and Friday. Appearing before the Senate Labor Committee when hearings on new legislation opened Thursday, Sen. Joseph A. Ball (R-Minn.) denounced secondary boycotts (a chief AFM weapon against networks) and jurisdictional strikes.

It was conceded on Capitol Hill last week that Congress would favor making at least some Lea Act provisions applicable to all industry.

# NAB Group to Get Legislation Plans

### Definition of FCC Power Suggested In Basic Proposals

PROGRAM of radio legislation will be submitted to the new NAB Legislative Committee Feb. 10-11 by President Justin Miller and Executive Vice President A. D. Willard. The new committee will hold its first meeting at the Hotel Mayflower, Washington, with J. Harold Ryan, Fort Industry Co., vice president and NAB director-at-large for large stations.

NAB this week is distributing first of a series of weekly legislative digests prepared by the Legal Dept., of which Don Petty is general counsel. The digests cover Federal and State legislation. It was authorized at the San Francisco board meeting.

The legislative program for committee study is expected to follow along the lines of Judge Miller's address to the Florida Assn. of Broadcasters Dec. 1 at its Miami meeting [BROADCASTING, Dec. 9]. The program is understood to have been considered by the NAB board at its San Francisco meeting early this month.

**Proposals**

Basic proposals are understood to cover clear definition of the rights of licensees; automatic renewal except upon FCC protest; Federal court trial of revocation and renewal upon protest; further libel protection; enlarged scope of judicial review of FCC decisions; specific definition of free speech limitations. The program would sharply define the limits of FCC power and stop its dabbling in program standards.

President Miller returned to Washington over the weekend. NAB headquarters did not know whether he would confer in the near future with Congressional leaders, as directed by the board.

Members of the Legislative Committee, besides Chairman Ryan, are Wayne Coy, WINX Washington; Don S. Elias, WWNC Asheville, N. C.; Herbert Hollister, KMMJ Grand Island, Neb.; Clair R. McCollough, WGAL Lancaster, Pa.; Joseph Ream, CBS; Frank M. Russell, NBC; G. Richard Shafto, WIS Columbia, S. C.; Robert D. Sweezey, MBS; O. L. Taylor, KGNC Amarillo, Tex.; Louis Wasmer, KGA Spokane; Joe B. Carrigan, KWFT Wichita Falls, Tex.

## MBS Co-Op Record

COOPERATIVE sales of the Fulton Lewis jr. program on 250 stations—a record number—were reported by MBS last week. Since the end of the war in August 1945 the Lewis program, heard Mon. through Fri. 7-7:15 p. m., has shown an increase from 161 stations sold to a new total of 250. Carrying this program on a sustaining basis are an additional 80 to 100 MBS outlets.

# FMA Head Urges FCC to Drop Standard Broadcast, Use AM

REQUEST that the FCC delete all references in existing rules to "standard broadcast" and substitute "AM" was made of the Commission last week by Roy Hofheinz, president of the FM Assn.

In a letter to FCC Chairman Charles R. Denny, Mr. Hofheinz said: "We feel this request is most timely since it is generally recognized in the industry and by the Commission that frequency modulation offers an improved quality of broadcast service and it is, therefore, quite misleading to the public generally to have any reference to an inferior service as a standard service."

Mr. Hofheinz pointed out that "within recent months the Commission has amended its rules" by deleting the term "high frequency" and substituting the term "frequency modulation or FM."

"We trust that the Commission may take such action at an early date and be assured if you feel our association may be of service to you in the consideration of the matter, please command us," wrote the FMA president.

"Within a comparatively short period of time I am confident that FM will become the standard method of broadcasting," said Mr. Hofheinz, president of the Texas Star Broadcasting Co. (KTHT-KOPY-FM), Houston. "A flood of receivers will be loosed on the market in the next few months and by the end of 1947 hundreds of thousands of homes will be enjoying the benefits of FM reception," He predicted that within two years FM will be the "accepted standard" method of broadcasting.

Before leaving Washington over the week-end for Houston, Mr. Hofheinz called a meeting of the FMA executive committee for Feb. 10 in Washington to map plans for the organization's promotion campaign. Offices will be located at 1019 Denrike Bldg., 1010 Vermont Ave., N.W.

On the executive committee agenda will be such matters as an operating budget, determination of policy questions by the FCC Liaison Committee [BROADCASTING, Jan. 20], and tentative plans for the FMA's first annual convention, to be held in late 1947 or early 1948.

## Sarnoff to Speak

BRIG. GEN. DAVID SARNOFF, board chairman of RCA, will be the principal speaker at the annual meeting of the Cincinnati Technical and Scientific Societies Council, Tuesday, Feb. 11, at Taft Auditorium. James D. Shouse, president of Crosley Broadcasting Corp., will introduce General Sarnoff at the meeting which is expected to attract an estimated 2,000 persons. Mayor James Garfield Stewart of Cincinnati will welcome General Sarnoff at a dinner preceding the meeting. Officials of WLW that city are cooperating in arrangements for the event.

## Revere Sponsors

REVERE CAMERA Co., Chicago, enters network radio Feb. 15 with sponsorship of Jan August and his trio, a Music Corp. of America package, on 17 Mutual stations, Sat. 5:45-6 p. m. Program will originate in Chicago. Agency is Roche, Williams & Cleary, that city.

Drawn for BROADCASTING by Sid Hix

*"That's all we can get out of it ever since we traded call letters with that commercial station—B.O., B.O., all the time B.O."*

## TRUMAN QUERIED

### Parries Questions on Filling Vacancy on the FCC

IF THERE'S any premature inside information on who President Truman is going to appoint to the FCC vacancy, and when, it isn't going to come out of the White House offices, especially the President's own headquarters.

At his Thursday afternoon news conference the President was asked:

"Senators White and Brewster have recommended appointment of Marion Martin to the FCC. Can you say whether she will be appointed?"

The President said he had the recommendation under consideration.

"Do you plan to name a Republican to the vacancy?"

He answered that a number of people are under consideration.

"Do you plan to make an appointment soon?"

Mr. Truman said he would make an announcement when he was ready.

## *WHEELER REPRESENTS ZENITH IN RCA CASE*

EX-SENATOR Burton K. Wheeler (D-Mont.) will represent Zenith Radio Corp., Chicago, in its legal battle over patent rights with RCA in the Wilmington, Del. courts, Comdr. Eugene F. McDonald, Zenith president, said Tuesday.

Zenith filed suit Dec. 14 against RCA on the contention that patents now held by RCA have passed into the realm of public domain. Commander McDonald said Mr. Wheeler had been engaged because of his "long familiarity" with anti-trust cases before Federal courts and termed him "one of the nation's best legal minds."

The Zenith president also announced the appointment of Samuel Darby Jr., New York attorney, to handle the company's patent arguments against RCA.

## Morency Is Chairman Stations Planning Group

PAUL W. MORENCY, vice president and general manager of WTIC Hartford, Conn., was elected chairman of the NBC stations planning and advisory committee at the opening session of the two-day meeting held Jan. 22 and 23 in New York. Richard H. Mason, manager of WPTF Raleigh, N. C., was named secretary.

Niles Trammell, NBC president, welcomed the new SPAC members including William B. Way, manager, KVOO Tulsa; Milton Greenebaum, president and general manager, WSAM Sagninaw, Mich.; H. W. Slavick, director, WMC Memphis; John J. Gillin Jr., president, WOW Omaha; Walter E. Wagstaff, general manager, KIDO Boise; H. Quentin Cox, manager, KGW Portland, Ore.

# TQN Upheld by FCC in 'Rainey Case'

## Newspaper Tie-in Issue Given Spotlight

DOES FCC INTEND to hold newspaper-owned stations more strictly accountable than others in handling controversial issues?

Reading the Commission's memorandum opinion on the "Rainey case," released last Monday, many broadcasters concluded that the Commission is moving in that direction.

Dr. Homer P. Rainey had charged that the four Texas Quality Network stations, three of which are affiliated with newspapers which opposed him editorially, limited their political broadcast time in order to defeat his candidacy for Democratic nomination for Governor of Texas last July [BROADCASTING, July 8].

The Commission found these charges to be "not supported by the record." Actually, FCC said, the stations' limitations on political time date back to 1940.

**Sequel to 'News' Case**

In portions of the decision, however, some broadcasters saw a sequel to the debate between the New York *Daily News* and the American Jewish Congress, now pending before the Commission, over FCC's right to consider editorial policies of a newspaper in passing upon the paper's application for a station [BROADCASTING, Dec. 16].

After reiterating that no station, whatever its ownership, should "arbitrarily deny or restrict" discussion of a public controversial issue, the Commission declared:

"Where the licensee has a connection with a newspaper in the community which has taken a position in regard to such controversy, then the failure, refusal, or arbitrary restriction on the right to present an opposing point of view of the controversy over the station, becomes aggravated."

Commission sources generally preferred to let the opinion speak for itself, but in broadcasting circles the inference was that the Commission will expect newspaper-owned stations at least to be "more circumspect" than non-newspaper affiliates in dealing with public controversial questions.

But insofar as Dr. Rainey's reference to unfavorable publicity in newspapers associated with the TQN group was concerned, the Commission said it found "nothing in the record which would suggest that this Commission has jurisdiction to make inquiry concerning the matter of such publicity."

Some radio sources, but less unanimously, saw in the opinon an implication that a newspaper-owned station may be expected to make time available for answers to the editorial position taken by the newspaper on matters of public controversy. In support of this interpretation they cited other portions of FCC's opinion, in one of which the Commission appeared to raise the question without answering it, as follows:

"It does not appear that the petitioner applied for the use of network facilities on these occasions for the specific purpose of answering the above-mentioned editorials and press notices appearing in the newspapers."

In another sentence FCC said it found no evidence of concerted action by TQN licensees to cause Dr. Rainey's defeat "by commenting upon him unfavorably in the newspaper and thereafter refusing him an opportunity to respond over the radio stations."

The TQN stations and the newspapers are: WOAI San Antonio; WBAP Fort Worth (*Star-Telegram*); WFAA Dallas (*News*); KPRC Houston (*Post*).

Although finding no violation of the Communications Act, the Commission did question the "reasonableness" of the limitations which the stations placed on political broadcast time, and the propriety of the agreement by which those restrictions were invoked:

> In view of the importance of the primary election in Texas, and further, since the licensees well knew that in the 1946 primary relatively few of the candidates for state-wide office would desire to purchase time over the networks, these restrictions do not appear to bear a reasonable relationship to the needs or public interest in the particular campaign. In addition . . . there is a serious question as to whether the agreement between these stations represented a surrender by the licensees of their individual responsibilities to determine the operating policies of their respective stations.

It was pointed out that the stations have agreed that in future elections each will determine how much time it will make available for political broadcasts, based on "the importance of the campaign and the number of requests for time received." This was viewed by FCC as "an acceptance by the licensees of the responsibilties which lie with each of them individually."

The arrangement for all four stations in 1946, of which Dr. Rainey complained, was that no TQN time would be sold before June 11; that each candidate would be allotted 30 minutes between June 11 and July 13, and that "if additional open time is available it may be sold to candidates any time after June 11" on a first-come, first-served basis.

The prospects for a "test" of the opinion appeared slim. The stations involved were found to have committed no violation of the Communications Act, and Dr. Rainey, who lost the gubernatorial campaign, was reported to consider the tenor of the decision and the post-election breakdown of the TQN political-time agreement as a victory for "the principles for which he fought."

# WBAL Asks FCC to Publish 'Correction' on Its Blue Book

PETITION for FCC to "publish a correction" of Blue Book references to WBAL Baltimore and in the meantime to stay further proceedings in the WBAL-Pearson & Allen case was filed with the Commission last week by the Baltimore station.

Referring to WBAL's earlier petition charging that the Blue Book references to WBAL were "false, distorted and misleading" and were responsible for Drew Pearson and Robert S. Allen's application for the WBAL facilities [BROADCASTING, Dec. 16], the petition declared:

"Pearson and Allen filed no answer to said petition and the facts therein alleged must, therefore, be taken as conceded without the necessity for further substantiation or proof."

In denying the earlier petition, which asked for reconsideration and grant of renewal to WBAL without hearing, FCC said WBAL would have an opportunity to present the facts at the hearing and that the Commission's decision would be based on the hearing record [BROADCASTING, Jan. 13]. To this the station replied:

"This reason for refusing to correct these misstatements ignores completely the fact that, apart from any action on its renewal application, Hearst [Hearst Radio Inc., WBAL licensee] is entitled, as a matter of right, to a correction and retraction of an unjust condemnation contained in a public report of the Commission, and that, but for such unjust and unwarranted condemnation, the Pearson and Allen application admittedly would never have been filed."

The station took issue with the FCC ruling that WBAL's application for renewal and Pearson-Allen's request for WBAL's 50-kw assignment on 1090 kc are "mutually exclusive." WBAL reiterated that both applications could be granted, because renewal for WBAL would extend only to 1948 and the Pearson-Allen station, if authorized, would not be ready to operate before that time.

WBAL also questioned FCC's finding that the Pearson-Allen application "is complete in all essential details." The petition contended that "the application itself plainly states that essential information on programming was not filed by the applicant, but was to be supplied for the first time at a hearing on the application." WBAL also claimed that "the financial data in the application is obviously inadequate to permit a finding of financial qualification of the corporation."

Hearing on the two applications is currently scheduled for Feb. 24. The WBAL petition was filed by Littlepage & Littlepage and Dempsey & Koplovitz, Washington counsel.

## SARNOFF SPIKES RUMOR

### Denny Also Denies Report Of RCA Video Threat

PUBLISHED RUMORS that Brig. Gen. David Sarnoff, president of RCA, had served notice that RCA would cease all television operations in the event the FCC granted a CBS request for establishment of color video standards were officially denied last week.

General Sarnoff "denied that he had made any statements to the FCC regarding the pending hearings before the Commission relating to television." It had been reported that the RCA president had told FCC Chairman Charles R. Denny that RCA would relinquish its television station licenses and quit all other television activities if the Commission decision was in favor of CBS.

FCC Chairman Charles R. Denny said "there is absolutely no truth whatsoever to the report that General Sarnoff of RCA has made any statement to the Commission on the subject of color television. I don't know how this rumor got started, but it is utterly without basis."

General Sarnoff said "this is not a controversy between any two rival companies, but represents a fundamental difference of technical opinion as to what is best in the public interest between one company that has been doing work with mechanical color and the major companies of the industry working on the development of television who are interested in advancing it as a new art and industry."

## Bulova Discs

BULOVA WATCH Co., New York, will have available by March 1 a new series of station-break and one-minute transcriptions titled *Remember?* and *Music-Box* for local sponsorship by Bulova dealers. Station managers can obtain these transcriptions for their local Bulova accounts, by writing to the Radio Dept., Bulova Watch Co., 630 Fifth Ave., New York 20, N. Y.

# Drive to Promote Retail Radio Planned

## NAB Sales Officials Endorse BMB Activities

DRIVE to promote use of broadcasting by retailers will be undertaken by NAB through a retail advisory subcommittee to be created by the NAB Sales Managers Division. Preliminary plans were set up last week at the Jan. 22-24 meeting of the NAB Sales Managers Executive Committee, held at the Mayflower Hotel, Washington.

The new committee will work with the National Retail Dry Goods Assn. as well as other retail organizations and broadcast stations on problems of mutual interest. Personnel will be named for the project.

In addition the committee will study a proposal to set up a retail research foundation within the broadcasting industry. Idea of this plan would be to promote cooperation among retailers and broadcasters. It was originally proposed at the NAB convention last October by James H. Calvert, president of Joske's of Texas, growing out of the 1943 retail promotion plan sponsored by the entire industry and the Joske clinical study of radio for retailers.

SALES AND ADVERTISING issues provided a full agenda Jan. 22-24 at the first meeting of the 1947 NAB Sales Managers Executive Committee. Attending were (seated, l to r): Lee Hart, NAB; John M. Outler Jr., WSB Atlanta; Hugh Higgins, NAB; Odin S. Ramsland, KDAL Duluth, committee chairman; Lewis H. Avery, Avery-Knodel; Arthur Hull Hayes, WCBS New York; C. E. Arney Jr., NAB; J. Robert Gulick, WGAL Lancaster.

Back row: Frank E. Pellegrin, NAB; Kenneth H. Baker, NAB; Joseph J. Weed, Weed & Co.; H. Preston Peters, Free & Peters; William B. Murdock, WOL Washington; Louis Read, WWL New Orleans; Bill Bennett, KXYZ Houston; James V. McConnell, NBC; Ray Baker, KOMO Seattle; J. Allen Brown, NAB; John W. Kennedy Jr., WHAM Rochester.

### Recommendations

Four recommendations covering standard rate practices were adopted by the committee. They included:

Single rate card, with prices applicable to all advertisers.

If single rate is not used, division into general and retail rates, with these terms used on rate cards. Identical rate card format was recommended in such cases.

The retail rates would apply only to individual advertisers who sell at retail and direct to the consumer a commodity or service through outlets within the single local community under the same name, controlled by the advertiser whose signature and address alone appears in the advertising.

All advertising should be commissionable to a recognized advertising agency operating independently of the advertiser's business if agency has had a part in creation, production and servicing.

Cooperation by NAB in the radio-in-every-room campaign of the Radio Manufacturers Assn. was reviewed by John M. Outler, WSB Atlanta, head of the Subcommittee on Sales Promotion. Drive is designed to increase tune-in by sale of extra sets. NAB stations will be asked to join the campaign in the late spring or early summer when plans have been completed. The full committee approved the plan.

Study of station expenditures for audience and sales promotion is under way, Mr. Outler's committee reported. Three speeches are now being prepared for delivery by NAB members to different types of audiences.

### BMB Endorsed

The committee adopted a resolution endorsing BMB and asking stations to report experiences with the BMB material. These reports would provide a basis for developing new means of utilizing the data, as well as refinements in methods.

A subcommittee will be named to explore sales opportunities in commercial television and to cooperate with broadcasters, agencies and advertisers. Suggestions were made on remaining studies in the FM management analyses, first of which was presented to the committee. The study covered operation of WBCA Schenectady.

Proposal to allow agency commission on talent costs was approved "as a recommended sales practice designed to improve the quality of radio salesmanship and to place greater emphasis on the building of better programs." Question involving payment of sales commissions on talent costs to local salesmen and national representatives was referred to the Subcommittee on Sales Practices for further study. Lack of uniformity in agency billing practices was discussed. A subcommittee will be named to study the problem.

### Course Proposed

Need for more trained radio salesmen along with additional training for present salesmen was considered. A resolution stressed the need for training and cooperation with colleges, ad clubs and other groups. A complete correspondence course in radio was proposed.

The 2% agency discount was discussed by a delegation consisting

(*Continued on page 80*)

# Station-Network Labor Row Probed

## NAB Seeking Formula For AFM-AFRA Relations

EFFORT to settle intra-industry differences in the handling of two major labor negotiations — AFRA and AFM—will be made at the first meeting of the new NAB Employe-Employer Relations Committee, to be held today (Jan. 27) at the Mayflower Hotel, Washington.

With networks deep in negotiations on the national level, and affiliates more concerned about their local problems, the committee will explore all sides in search of harmonious handling of AFRA and AFM negotiations.

Though AFM contracts with the networks were to expire Jan. 31, James C. Petrillo, AFM president, late last week decided to continue present contracts indefinitely. (See story page 15.)

Sharp differences over the AFRA negotiations arose at the San Francisco meeting of the NAB board [BROADCASTING, Jan. 13]. The board refused to give President Justin Miller authority to name participants in an advisory council whose formation was proposed in the AFRA-network compromise. This was construed as a blow at the networks, which finally had worked out a compromise contract.

The contract as finally agreed on had omitted the "unfair stations clause" which would prevent networks from feeding programs to affiliates engaged in disputes with AFRA. The NAB board took a firm stand against this, construing it as a "secondary boycott."

In fact, at the West Coast area meeting Jan. 8-10 a resolution was adopted calling for local-level negotiations and urging continued development of factual reports by the NAB Employe-Employer Relations Dept.

### Action at Salt Lake

A few days later at the NAB 14th District meeting in Salt Lake City a resolution was adopted urging the NAB board and management "to establish and promote policies of employer-employe relations which will recognize and make as effective as possible local and area negotiations." This resolution stated that "prevailing trends" in industry-labor relations "tend to impose nationwide or industrywide practices and policies upon all broadcasters"; such practices also were deemed unsound.

At this meeting and at San Francisco, talk was heard of reviving the old IRNA affiliate organization, or forming a new affiliate group to interchange data on network contracts and renewals.

The new Employe-Employer Relations Committee has been vested with the functions of the NAB Industry-Wide Committee, organized in late 1945 by President Miller to advise him on labor relations problems, particularly AFM. The indus-

(*Continued on page 79*)

**THE NEW NAB Employee-Employer Relations Committee, meeting for the first time today at the Mayflower Hotel, Washington, will try to untangle the knotty problem of differences within the industry concerning handling of negotiations with AFRA and AFM. Meanwhile, as the expiration date for AFM contracts with the networks in New York, Chicago and Los Angeles (Jan. 31) drew nearer, broadcasters were meeting with James C. Petrillo, AFM president, in New York. The union leader predicted an agreement soon. (Story page 15.)**

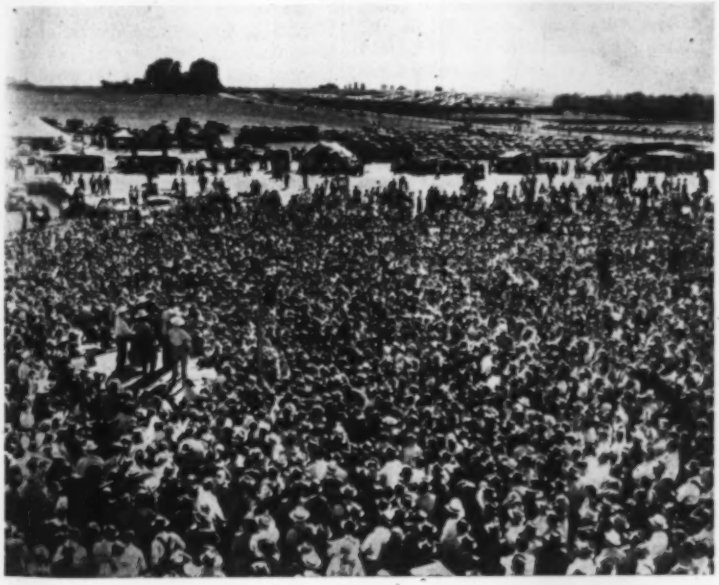
# WHO Enlists Entire Midwest for BETTER FARMING!

## U. S. Soil Conservation Chief Says WHO Promotion Probably Most Important Farm Event in History!

**For many years WHO has sponsored the cause of Soil Conservation in Iowa and the midwest.**

**WHO has worked hard for Soil Conservation because productive farm land is the very basis of public welfare in Iowa.**

**The Annual WHO Corn Belt Plowing Match and Soil Conservation Field Day is just one of many WHO efforts in that**



**direction. Growing greater each year, the fourth annual event, held in 1946, was pronounced "*probably the biggest and most significant one-day demonstration ever given on farm land in this or any other country*," by *Dr. H. H. Bennett, Chief of the U. S. Soil Conservation Service.***

**Before an audience from all over "Iowa Plus", the 1946 event completely remodeled a run-down farm, converting it into a modern, scientific, and vastly more productive unit. Thanks to the 50,000 farmers who attended, and the countless farmers who followed the event by radio, it is safe to say that WHO's one-day promotion has tangibly improved many thousands of farms throughout the midwest.**

**That's WHO Public Service *in action.* It is the result of selecting great and inspiring public service projects—of organizing cooperation from literally hundreds of public-spirited individuals and civic organizations—of enlisting the vast public-service facilities of all logical governmental agencies—of enthusiastically throwing our own resources of talent, showmanship and persuasion unstintingly into the projects. . . .**

**A great radio station like WHO draws its strength from the people, because it *serves* the people—*and they know it.* As an advertiser on WHO, you share that public confidence because you too are *participating* in constant Service.**

**WHO**

**+ *for* Iowa PLUS +**

**DES MOINES . . . 50,000 WATTS**

**B. J. Palmer, President ● J. O. Maland, Manager**

**Free & Peters, Inc., National Representatives**

# Refunds Due for Excess Tax Payments

## Relief Provisions Help Broadcast Industry

By A. R. ELLMAN
Director of Research
Broadcasters Statistical Research

**SINCE 1936 Mr. Ellman has been interested in radio accounting, specializing in excess profit tax relief for stations. As research director for Broadcasters Statistical Research he has taken an interest in both sides of the tax problem—Uncle Sam's and the radio taxpayer's. He is a graduate of Northwestern U. with B. S. degree. Here he reviews some of the relief provisions in the revenue law.**

THERE usually is an aura of foreboding about the date March 15. The date is associated with writing a check made payable to the Collector of Internal Revenue. However, there can be a reversal of procedure on March 15, 1947. Broadcasters can present a bill for a refund of part of their excess profit tax payment for the year 1943 and for years subsequent to 1943. The Statute of Limitations for filing Form 991 under Section 722 of the Internal Revenue Code for 1943 expires on March 15, 1947 for calendar year taxpayers.

Corporate radio broadcasters who have not already filed a claim for refund of excessive profits tax should review the relief provisions provided in Section 722 and their application to their own circumstances. The excess profit tax relief law is particularly favorable to the radio industry. The regulations in citing the application of provisions of the law mention radio stations several times, in fact more than any other type of business.

### Three Groups

For the purposes of determining eligibility for relief, radio stations are divided into three groups as follows:

1. Radio stations starting operations prior to 1934.
2. Radio stations starting operations from 1934 to Dec. 31, 1939.
3. Radio stations starting operations after Jan. 1, 1940.

The largest group are those stations falling into Group 1. These stations presumably were well established at the beginning of the base period, and will have to rely upon certain qualifying circumstances occurring within the base period or immediately prior to the beginning of the base period.

At the beginning of the base period, there were 553 commercial broadcasting stations that continued in existence during the entire base period. Of these 553 stations, 274 increased their power, thus making them eligible under Sec. 722(b)(4) as having changed the character of their business. This increase in power is defined as a basis of relief in Regulations 112 as follows:

> A radio broadcasting station increased its power during the base period, necessitating changes and expansion of the physical property of the station, and thus enlarged the area it served. The station was thereby enabled to increase its volume of advertising and advertising rates. Such radio station is deemed to have effected a change in its capacity for production or operation.

The above quotation should undoubtedly be a qualifying factor for the 274 stations that increased their power during the base period.

There remain 279 stations that were in operation at the beginning of the base period whose power was not increased during the base period. However, of these 279 stations, 154 made increases in power within two years after the close of the base period. It is presumed that they could qualify as commitment cases. Many applications for increased power at the end of the base period were held in abeyance pending the ratification of the North American Regional Broadcasting Agreement.

### How to Qualify

In order to qualify as a commitment, Regulation 112 is quoted:

> Such a commitment may be proved by a contract for the construction, purchase or other acquisition of facilities resulting in such change, by expenditures of money in the commencement of the desired change, by the institution of legal action looking toward such change, or by any other change in position unequivocally establishing the intent to make the change and commitment to a course of action leading to such change.

The filing of the application with the FCC should be considered as institution of legal action. The cost of preparing the application and the preparation of the engineering data should be considered as "expenditure of money in the commencement of the desired change."

Of the remaining 125 stations, nine could qualify for relief as having commenced business immediately prior to the base period. These stations started business during 1934 and 1935 and had no changes in power during the base period.

Of the 116 remaining stations, 52 made changes in network affiliation or became a network affiliate during the base period. Changes in network affiliation should be a basis of relief either under Sec. 722 (b)(4) or Sec. 722 (b)(1). A change from a non-network affiliate to a network affiliate should qualify a station for relief under Sec. 722 (b)(4) as a change in the character of business. A change from one network to another with a resulting increase in business also should qualify a station under Sec. 722 (b)(4). The regulations cite the following example:

> Radio broadcasting station R entered into a contract in July, 1939 to change its basic network affiliations from a network with a low volume of business and local programs to one of the larger networks with a very large volume of business and nationwide programs. This change in operation of the business enabled the station greatly to increase its revenue and to serve a larger audience. Although the contract with the network was signed in July 1939, actual broadcasting of the new network's program did not start until March, 1940. Corporation R, however, is considered to have been committed to a course of action prior to January 1, 1940, which led to a change in capacity for production and operation . . . on Dec. 31, 1939.

Although the above quotation was for the purpose of describing

(*Continued on page 32*)

# 100 Engineers Attend FM Clinic

## *Armstrong Relates Early Difficulties Medium Encountered*

**ADDRESSING more than 100 broadcast engineers attending the opening session of four-day FM broadcast engineering clinic held by Radio Engineering Labs at Long Island City last week, Dr. E. H. Armstrong, inventor of FM, told of some of the early difficulties encountered in the development of this method of broadcasting and of how these difficulties had been overcome. At other clinic sessions technical matters relating to present-day FM were discussed.**

IF THE ANGLE of a house in Westhampton, Long Island, had been a little different, the history of FM might have been changed considerably, Dr. E. H. Armstrong, inventor of this method of broadcasting, stated last week at the opening session of a four-day FM broadcast engineering clinic held by Radio Engineering Labs in one of the company's plants in Long Island City.

Clinic was attended by more than 100 broadcast engineers, including Henry Grimes of ELA Monrovia, Liberia, and John Briton of EMI Sydney, Australia, in addition to a score of REL engineering and sales personnel. In both lecture and discussion sessions the group displayed an avid interest in learning how to operate their FM stations with the greatest efficiency and effectiveness, testifying to the success of the clinics in achieving the goal announced by Frank A. Gunther, REL vice president and clinic chairman, at the opening session—"to improve the broadcasting techniques of FM."

In his review of FM history, Dr. Armstrong harked back to a decade ago when FM, despite a successful demonstration before the Institute of Radio Engineers in the fall of 1935, was finding little interest from either broadcasters or the FCC. He told how C. R. Runyon Jr., now chairman of the board of REL, built an FM station, W2AG, in his home in Yonkers to give Dr. Armstrong a means of demonstrating his invention after his break with RCA.

W2AG operated at 110 mc, then an amateur channel. Little was known about such high frequencies and to check on the possibility of long distance reception, Dr. Armstrong took an FM receiver to Westhampton, L. I., some 70 miles from W2AG, which was then using about 600 or 700 w power. For the experiment he designed an eight-element flat array receiving antenna, a two-element vertical, four-element horizontal combination with the elements connected by a triple-X cross-bar arrangement. The workman erecting this antenna had orders to line it up directly with the W2AG transmitter, but when the job was done he reported that to get enough height he had been forced to follow the line of the roof and that the antenna was about 15 degrees off the desired angle.

### Reception Excellent

Despite this deviation, reception was excellent, Dr. Armstrong said, which was a cause of great elation to him as the general belief at the time was that FM signals at such frequencies would not be good for more than 10 or 15 miles. After a few days at Westhampton the receiving set-up was moved to Mr. Runyon's summer home some miles away but the same distance from the station. Here, although the antenna was aligned directly with the transmitter and the line checked and found correct by the captain of a neighboring coast guard station, there was no reception at all. Dr. Armstrong took the set into New York and found that it was in good condition but when he returned it to the shore there was still no sound from W2AG.

Finally it was suggested that the antenna be rotated and when it was the signal came in. The trouble had been the crossed bars of the receiving antenna; only when they presented a flat face to the signal could they pull it in. "Here was blind chance at work," Dr. Armstrong declared. "If the two mistakes had not cancelled each other out at the first trial, I might have decided the majority was right and have abandoned those experiments."

In the next few years FM was demonstrated to all who would listen, with W2AG broadcasting music and such homely sounds as the

(*Continued on page 80*)

# A RECORD FOR RECORDS!

One of our Richmond record shops sponsors the "Children's Music Hall" on Sunday mornings.

On Sunday, December 1st, one of the albums featured was "Rusty in Orchestraville." In two days, the stock of these albums was sold out; a re-order was received immediately from the local distributor, and before the week was out the re-order had been sold.

On the following Sunday, December 8th, the featured album was "Bozo at the Circus." In four days, the entire stock was sold out.

If you have a sales problem in Richmond . . . WLEE can give that curve a big bump UP!

**W·L·E·E**

*Mutual in Richmond*

TOM TINSLEY, DIRECTOR • IRVIN G. ABELOFF, GENERAL MANAGER • REPRESENTED BY HEADLEY-REED

# First Two Months Are WGAY's Hardest

## Operations at New Station Getting Under Control

By JOSEPH L. BRECHNER
General Manager, WGAY
Silver Spring, Md.

**JOE BRECHNER, WGAY's general manager, takes up, in the accompanying article, where he left off in the "Saturday Evening Post" piece, Jan. 25 issue. Here he tells what troubles beset a general manager after the station goes on the air. The Satevepost story deals with getting WGAY on the air, from the time he and WGAY President John Kluge were sent off to achievement by a Detroit high school teacher, through the acquiring of the station property and FCC license, up to going on the air.**

ALTHOUGH I've been in and around radio for ten years, it has been an embarrassing illumination to discover that managing a radio station is an art in itself.

If we'd had several hundred thousands of dollars to fool around with, things would not have been quite so hectic. And a good primer entitled, "How to Set Up and Run a Successful Radio Station" would have been a great help.

Although advice has been plentiful, John Kluge, president and sales manager of Tri-Suburban Broadcasting Corp., and I still feel that we're stumbling along.

The story of WGAY's history up to the opening date and the expanded investment we undertook is quite accurately told in the *Saturday Evening Post*, current issue.

John Kluge has been the mainstay as far as the financial picture and sales are concerned. We're close to meeting our basic operating expenses in the first two months of operation and it's a tribute to him as a salesman and organizer.

John and I handle promotion together. Street-car cards, newspaper advertisements, movie trailers, talks before community groups and publicity all play a vital part in the intense promotion campaign we began before going on the air.

The figure $10.50 has played an important part in our promotion campaign. Several local newspapers carried reports of our opening day's offer of $10.50 to the first five listeners who phoned the station (and they mentioned that the prize was based upon our frequency of 1050 kc). We were swamped with calls. It cost us a little extra, however, because one of the papers increased our offer to include the first ten listeners.

At Board of Trade meetings, John would conclude his talk with the statement: "Someone in this room is sitting on our frequency!"

Then he would mention that the number pasted under one of the chairs would entitle one of the members to a prize.

The prize was ten silver dollars and fifty cents.

We've yet to find anyone who attended those meetings who has forgotten the stunt or frequency.

Selling time began with a direct post card campaign to a list of advertisers whose names we had begun to collect from the moment we first filed our application.

A good portion of our time—particularly on Sundays—could have been sold out readily to racket broadcasts. We received wires and letters and long distance calls from promotors of various schemes. I'm still holding on my desk a package of transcriptions sent air-mail special delivery, and followed up with air mail letters "ordering" me to put a five minute commercial on the air. I might have fallen for it if one of my staff hadn't worked for a station which had succumbed to the scheme. It seems the potential sponsor doesn't pay his bills—unless things get too hot. And most stations find it economically unsound to hire and pay a lawyer to recover the debt. It's one of those mail teaser campaigns in which the station is "instructed" to forward the replies daily to the phoney agency so that it may supposedly determine how long the campaign should run.

Another venture involved aid and assistance to convicts and down and outers. The potential sponsor told us of interviews he had made with condemned prisoners. "It's the real stuff," he assured us.

He also told us of his early morning broadcasts. "We want it seven days a week, in addition to our Sunday show," he said. Inquiry revealed that the program would have to be very early or the derelicts he wanted to interview on the morning show would rebel if their breakfast were delayed later than 8:30.

When we turned down the program—and of course, he was willing to pay for time, line charges and other expenses—he threatened to go to the FCC because "You discriminate against religious programs."

Meanwhile—on December 7th—we went on the air. We could have waited for the builders to finish their work, but with construction such a long and arduous operation

(*Continued on page 42*)

—in the driver's seat . . .
Though it's often an unwise huntsman who hits the forest . . . with a bear in mind; it's a smart timebuyer who'll bear in mind . . . when hunting results on the potent South Plains of Texas . . . that down here in Lubbock, KFYO is in the DRIVER'S SEAT, chauffeuring the advertiser to an audience who share an annual income of 168 MILLION DOLLARS!
KFYO
LUBBOCK, TEXAS
REPRESENTED BY
TAYLOR-HOWE-SNOWDEN
Radio Sales
AFFILIATED WITH
AMERICAN BROADCASTING COMPANY

# ON TARGET

Being there at the right time is no accident in any fast-moving game. Thorough coverage, backed by 251 years of combined experience, enables Weed and Company representatives to score consistently in the high geared business of time-selling.

# WEED
## AND COMPANY
**RADIO STATION REPRESENTATIVES**

**NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD**

# WE'RE NO EAGER BEAVERS FOR ERMINE (Ky.)!

If you're all wrapped up in the idea of covering Ermine (Ky.) with radio, don't use WAVE — use some "coats-to-coats" station that feels all warm and snuggly about the great outdoors! Here at WAVE, we drape ourselves gracefully over the Louisville Trading Area, and let it go at that — covering more buying power than you'll find in all the rest of Kentucky, *combined!* Slip into this one, Sir, and see if you don't like it better than Ermine!

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

**FIRST RADIO AWARDS** of National Retail Dry Goods Assn. at recent convention [BROADCASTING, Jan. 20] attracted wide interest. Max Guggenheimer (left), of Lynchburg, Va., head of store bearing his name, congratulates Edward C. Sullivan, executive vp and general manager of Joske's of Texas, which won award for program on KONO San Antonio; Katherine Fillos, advertising manager of James Black Dry Goods Co., Waterloo, Ia., which won grand prize for *RFD 1540* on KXEL Waterloo; Frank E. Pellegrin, NAB director of broadcast advertising and participant in NRDGA panel.

## Application for San Francisco 50-kw Station Is Withdrawn

WITHDRAWAL of Alvin E. Nelson Inc.'s application for a new 50-kw San Francisco station on the 1030 kc clear channel was reported last week.

Under FCC's policy, pending a decision on the clear channel hearing, of considering fulltime clear channel applications only if they conflict with applications for channels adjacent to clears, the Nelson request had been consolidated for hearing with other California applications for 1060, 1000, and 990 kc.

In letters to civic and educational groups which had offered support of the proposed station, Mr. Nelson explained that the withdrawal was made without prejudice, with the intention of re-filing later. Reasons included the fact that "no assurance of any kind could be given us until the clear channel dispute is settled" and that "we would have been subjected not to the one hearing which every applicant anticipates, but to two hearings, with all the heavy attendant costs. . ."

The Nelson application was the "link" which brought the applications of C. Thomas Patten for a new 10-kw daytime station on 1000 kc at Oakland and of Pittsburg Broadcasting Co. for a new 1-kw fulltime station on 990 kc at Pittsburg, Calif., into the consolidated hearing, which was held last week. Spokesmen said that with the withdrawal of the Nelson request, there is no question of conflict between the Pittsburg and Oakland cases.

Other applicants include KROY Sacramento and KYA San Francisco, both of which are seeking assignment on 1060 kc: KYA with 50 kw and KROY with 10 kw, both fulltime. KYA is now on 1260 kc with 5 kw day and 1 kw night; KROY is on 1240 kc with 250 w. In addition, KVSM San Mateo, now a 250-w daytime station on 1050 kc, is seeking KYA's present assignment in event KYA receives a grant for new facilities.

Mr. Nelson, now head of the San Francisco advertising and public relations organization bearing his name, formerly was general manager of KPO-KGO San Francisco and assistant vice president of NBC, and previously was identified with a number of other stations, including KOA Denver and KDKA Pittsburgh.

Explaining withdrawal of the San Francisco application, he said his company has not changed, "in any respect, our conception of what a radio station should be and what our KNOX would be.

"We still believe that 50% of a station's total operating time, and 25% of its choice evening time, should be non-commercial and sincerely devoted to the benefit of the listening public. . . We cannot, however, expose our application to the treatment it would receive at the present time. We cannot expend time and money foolishly or futilely. We will not endanger the future of a project which we hold so dear," he declared.

### Neblett Honored

ANGELINE ORR NEBLETT, widow of Johnnie Neblett, Chicago transcription producer, was presented Treasury's Dept.'s Distinguished Service Award as a posthumous tribute to her late husband, killed Sept. 15 in an airplane crash. The award, in recognition of Mr. Neblett's services in stimulating war bond sales, was presented to Mrs. Neblett at a special ceremony in the Blackstone Hotel, Jan. 22.

FREE political broadcasts for British Columbia stations on Pacific region stations of the Trans-Canada network have been announced by the CBC, and will cover weekly quarter-hour broadcasts divided among the four political parties of the province.

# Now the Spartans have FM through WSPA-FM

No, we don't mean the ancient Spartans. We mean that the *modern* Spartans living in and around Spartanburg, South Carolina, have frequency-modulation radio.

Back in 1929, when radio was in short pants, we opened WSPA, the first AM station in South Carolina. Last November, operating on 92.1 megacycles, we opened WSPA-FM... the *first* FM station in the entire state of South Carolina.

For these past seventeen years, modern Spartans have been very well served by WSPA. With our recent power increase*, WSPA punches home to 151,458

affluent radio families in 16 North and South Carolina counties.

Textiles, plastics, wood industries, fruit and cotton make this 16-county area an advertiser's paradise. A paradise high government officials call "one of the *best-balanced* sections in the entire country."

And remember, WSPA *and* WSPA-FM swing the *balance* your way.

---

**5000 watts day and night on 950 kilocycles*

## KHUM Takes Air as 250-w Outlet at Eureka, Calif.

KHUM went on the air as a 250-w fulltime outlet on 1240 kc at Eureka, Calif., on Jan. 26. An ABC affiliate, station is licensed to Carroll R. Hauser. Studios and executive offices are located in the Gross Building, Fifth and F Sts.

In addition to Mr. Hauser, general manager and a veteran in the broadcasting industry, key staff members of KHUM include Jim Strain, commercial manager, formerly production manager of KLAC Hollywood; Frank Smith, account executive; Mort Werner, program director and former AFRS writer-producer; Susan Gable, director of women's activities, formerly of KLAC Hollywood; Charles F. Breeding, chief engineer, and Edward Strople, technician. Tom Edward, Jack Brembeck and Mal Sears are announcers.

In radio since 1922, Mr. Hauser has beeen associated with various Los Angeles area stations including KHJ KFWB and KIEV. He constructed and operated old KMTR (now KLAC) Hollywood, and was chief engineer until 1941. With advent of war he joined OWI as chief engineer on the West Coast. Since 1944 he has been a Navy research engineer.

**ORGANIZING** the new amateur radio dramatic club for NBC employes in the program and personnel departments are C. L. Menser (seated), NBC vp in charge of programs; (l to r) Donald Bogart, employe service manager; Garnet Garrison, NBC director, who will instruct classes; Ashton Dunn, personnel manager. The club's plays will not be broadcast, and are intended merely as an activity for those interested in radio from the drama and production angle.

## Sets-in-Use Mark Hits 5-Year High

### 34.6 Average in Jan. 15 Report Is Best Since Early 1942

AVERAGE SETS-IN-USE was 34.6 in the Jan. 15 Program Hooperating Report released last week. This represented the highest figure released by C. E. Hooper Inc. since the beginning of publication of its 32-city average, excepting only the January and February reports published immediately following Pearl Harbor.

Bob Hope and *Fibber McGee and Molly* tied for first place among the top 15 evening programs and Jack Benny was third. Bob Hope was listed above *Fibber McGee and Molly* because of his higher share of audience figure.

The average evening sets-in-use of 34.6 was up 2.5 from last report, up 1.8 from a year ago. The average evening rating was 11.3, up 0.8 from last report and up 1.0 from a year ago.

Average available homes were 82.3, up 1.1 from last report and up 1.0 from the same period last year. The current total sponsored hour index was 70½ as compared with 70 last report, 77¾ last year.

The first 15 evening programs listed were: Bob Hope, 30.2, *Fibber McGee and Molly* 30.2, Jack Benny 29.5, *Charlie McCarthy Show* 27.4, Red Skelton 25.4, Fred Allen 24.9, *Screen Guild Players* 23.8, *Radio Theatre* 23.8, Walter Winchell 22.7, *Amos 'n' Andy* 22.5 *Mr. District Attorney* 22.4, *Bandwagon* 21.0, *Duffy's Tavern* 19.6, *Suspense* 18.2, *George Burns and Gracie Allen* 17.9.

**Top Week-Day Shows**

*When a Girl Marries* led the list of top 10 week-day programs in the report, with *Right to Happiness* in second place and *Portia Faces Life* in third.

Average daytime sets-in-use was 18.7, up 1.2 from last report, up 1.7 from a year ago.

Average daytime rating was 5.0, up 0.2 from last report and up 0.3 from the same period last year.

Average available homes was 75.3, representing an increase of 4.0 from last report and up 0.6 from last year.

The current total sponsored hour index was 81 as against 85¾ last report, 91½ a year ago.

The top 10 week-day programs listed in the report were: *When a Girl Marries* 8.8, *Right to Happiness* 8.1 *Portia Faces Life* 7.9, *Ma Perkins* (CBS) 7.5 *Breakfast in Hollywood* (Kellogg) 7.5, *Stella Dallas* 7.4, *Young Widder Brown* 7.3 *Our Gal Sunday* 7.3, *Pepper Young's Family* 7.2, *Big Sister* 7.2, *Ma Perkins* (NBC) 7.2.

**Jaycee Panel**

PUBLIC discussion series titled "Mr. Jaycee at Your Service" has been started on WTMJ and WTMJ-FM Milwaukee. Program is conducted by Junior Chamber of Commerce and is aired Sat. 6:30 p.m. "Mr. Jaycee" acts as moderator for panel of Milwaukee Junior Chamber of Commerce members who discuss and answer questions regarding civic and community problems sent in by listeners.


*Prestige... popularity... power to make* SALES

These are what KTSM offers you in the rich El Paso market.

KTSM
EL PASO, TEXAS

NBC

GEORGE P. HOLLINGBERY CO., *National Representatives*

# Let's stop short-changing radio!

## Case #53

*—one of a series to show the men who build programs, and who buy and sell time, how sound radio research is revealing new values of the medium—and new opportunities in its use.*

***—here's one for your book!***

***Let's call it—***

## "The Baffling Case of the Unclaimed Listeners"

***Let's go fishing for facts.***

Here's the first—and it's a sad, strange fact indeed—radio, every day, is throwing away millions of listeners.

Don't throw 'em away. They cost a lot of money. And these listeners you throw away are like listeners you count. They can, and do, buy your products. Who are they?

Well, let's find 'em and count 'em. Many of the—

men who build programs,
buy programs, sell programs

continue by force of habit to measure the audience of programs only by the one yardstick of Average (or "Coincidental") Audience. Well, let's take this measurement apart. If we do, we'll see it's like a fishing net that's got lots of holes in it through which your listeners are continually escaping.

The radio audience is not fixed for the entire duration of a program. Some people tune in early; others tune in late; and still others tune out before the end of the program. But these part-time listeners hear commercials, gain impressions, and buy the products. Figure 1, which uses 10 homes to illustrate this principle, shows what happens to these part-time listeners when measured in terms of Average ("Coincidental") Audience rating.

The Average Audience during each minute of the program is 8—you can't help yourself, that is the way Average (or "Coincidental") Audience works.

We now reach the solution of this baffling case. A total of 10 different families actually tuned to the program. We've found 'em; now let's count 'em.

Figure 2 shows the Average (or "Coincidental") Audience and the Total Audience for programs of varying duration. While the number of unclaimed listeners varies widely from program to program, the average 15-minute program has a Total Audience 30% higher than its Average (or "Coincidental") Audience. And for the typical 30-minute program, we have been even more wasteful, since the Total Audience is 41% higher than the Average (or "Coincidental") Audience.

Thus the *seller* of radio handicaps his own sales efforts; the work of the radio *producer* stands in an unfavorable light; and the *buyer* of radio underestimates the true value of his purchase—in addition to misleading himself as to the *relative* value of various programs.

The baffling case of the unclaimed listeners proves not so baffling after all. We found 'em, and now we've counted 'em. And we can keep them in our net if we use the yardstick of Total Audience instead of this short-changing measurement of Average (or "Coincidental") Audience.

Only NRI service can give you this and many other accurate measurements of the true value of radio. Our experienced service executives are ready to help you find and use the true force of radio.

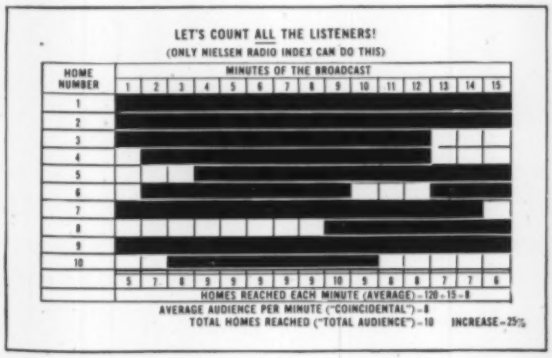

LET'S COUNT ALL THE LISTENERS!
(ONLY NIELSEN RADIO INDEX CAN DO THIS)
HOME NUMBER
MINUTES OF THE BROADCAST
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
HOMES REACHED EACH MINUTE (AVERAGE)—120 - 15 - 8
AVERAGE AUDIENCE PER MINUTE ("COINCIDENTAL")—8
TOTAL HOMES REACHED ("TOTAL AUDIENCE")—10 INCREASE—25%

Figure 1

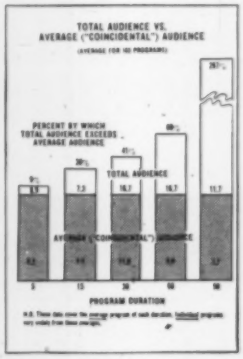



Figure 2

*Nielsen Radio Index—A Complete and Accurate Research Service which provides, on a continuous basis, the vital facts needed in solving the problems and capitalizing the opportunities of programming, time buying, and time selling of Radio.*

NRI

**A. C. NIELSEN COMPANY • 2101 HOWARD ST., CHICAGO • 500 FIFTH AVE., NEW YORK**

# Revision of Standard Time Act Sought

## ICC Tells Congress U. S. Needs Uniform Time Zone System

REVISION of the Standard Time Act to provide a uniform system of time zones in the U. S. was recommended to Congress by the Interstate Commerce Commission in its 60th annual report, filed last week.

Declaring that the time situation has resulted in "much confusion and inconvenience," the ICC report said that in the past year the local departures from Federal standards "have affected the whole or parts of over half of the States, embracing areas which have more than two-thirds of the entire population of the country."

After 28 years under the Standard Time Act, the U. S. "is farther away from a uniform system of time standards than it has been at any time since the zone system of time standards was adopted in 1883," said the ICC report.

The report was filed with Congress as NAB district meetings in the West were adopting resolutions urging the parent organization to take steps to eliminate the confusion brought about by part of the country adopting daylight saving time [BROADCASTING, Jan. 20].

Members of the 14th district, meeting in Salt Lake City, adopted a resolution urging the NAB management "to cooperate with other industries similarly affected (by upsets in time schedules) in developing some plans whereby uniform time may be applicable throughout the country and throughout the year."

Districts 15, 16 and 17, meeting in San Francisco earlier, adopted a resolution commending the NAB board "for its policy of conferring with other industries affected by daylight saving time with the objective of securing legislation looking to the establishment of uniform time throughout the country."

### Departures Increase

The ICC told Congress in its report that "frequently in the past" the Commission had directed the attention of the Congress "to the failure of the Standard Time Act to accomplish its stated purpose 'to provide standard time for the United States'." This failure is due to the actions of individual states and communities "of adopting and observing, either for the entire year or for a certain portion, a standard of time differing from that provided by the Standard Time Act," said the ICC.

These departures from the Standard Time Act have been growing "in number and extent" and in many instances where state laws are involved, cities and towns have refused to follow their states, and the three-way conflict between Federal, State and municipal time standards has "resulted in much confusion and inconvenience," the report stated.

Since the termination of war time the country has witnessed the "recurrence of the prewar confusion attending the annual shift of states and municipalities in the eastern parts of the zones to daylight saving time," said the report. Areas affected were "more extensive, and the cities and towns observing the fast time last summer were more numerous than ever before," the report added.

### Independent Actions

New adherents to daylight saving time have developed in western Maryland, the eastern and western extremes of Virginia, western North Carolina, the East Coast of Florida, eastern Ohio, West Virginia, and Tennessee, the ICC reported. Cities adopting daylight saving time included Clinton and Dubuque, Iowa; St. Louis, New Orleans, Duluth and Butte, Mont. Several cities and towns in Kentucky tried daylight saving time but dropped it after a few weeks.

"We understand that since the end of the daylight-saving period the recent departures in western North Carolina and eastern Tennessee have been continued on a permanent basis," said the ICC.

The exercise by certain states of their rights to independent action in time matters "has necessarily and invariably dictated or interfered with the standards of time observed in other states or communities," said the ICC. "Independent local determination of time standards is wholly incompatible with a uniform system of time zones.

"The confusion which uncorrelated independent state or local action brings about practically forces us as a matter of expediency to a policy of alleviation in the defining of the zone boundaries, without possibility of conforming to the Congressional standards which look to the needs of the commerce of the area as a whole," the report continued.

The ICC said that it had made repeated recommendations for legislation "so that the standard time provided thereby for the four zones in the United States proper be made the exclusive measure of time for all purposes within the respective zones. . . . We renew our recommendation that Congress amend the Standard Time Act so as to occupy the legislative field to the exclusion of state legislation and local ordinance respecting the vast body of daily transactions which do not now fall within the scope of Section 2 of that Act."

## KOWL Gets Site

KOWL, new 5,000-w Santa Monica, Calif., station on 1580 kc, will be located in Ambassador Hotel, that city, in a deal closed by Art Croghan, licensee, and A. S. Epstein, president of hotel corporation. Remodelling of hotel fifth floor, for studios and executive offices, will start immediately.

## Ready for Video

PREPARING for day when television assumes wide-spread use in Southern California, newly elected prefabricated Crest Theatre in Long Beach will be one of the first picture houses equipped for such entertainment, according to R. H. McCullough, director of television for Fox-West Coast Theatres, Los Angeles. Over its marquee, new theatre has a 110 foot high television tower specifically constructed of lattice steel piping which can be immediately placed into use to carry televised programs.

**PROMOTION CAMPAIGN** for new Ralston-Purina *Checkerboard-Jamboree* series (MBS, Mon.-Fri., 12-12:15 p. m.), which began Jan. 13, was outlined by representatives of MBS promotion departments at meeting in Mutual's New York offices last week. Seated (l to r) are: Dave Shurtleff, director of promotion for the Yankee Network; Charles Claggert, vp of Gardner Advertising Agency, which handles Ralston account; Ralph Minton, promotion director of WIP Philadelphia; Joseph V. Getlin, advertising manager of Ralston-Purina's cereal division; Charles Roeder, assistant general manager of WCBM Baltimore. Standing (l to r): Edwin Otis, MBS commercial program manager; Carleton MacVarish, MBS promotion manager; Harold Coulter, MBS promotion.

**THE INTERSTATE Commerce Commission has renewed its recommendation that Congress revise the Standard Time Act to provide a uniform system of time zones throughout the U. S. In its 60th annual report, filed with Congress last week, the Commission points to the confusion caused by an increasing number of local departures from Federal time standards. Meanwhile, NAB district meetings in the West urged parent organization to back uniform time plans.**

## Colorado Assembly Studies Libel Bill

### Daylight Saving Time Plan Is Also Introduced in State

LEGISLATION to provide daylight saving time and to protect stations and networks against libel suits for broadcasts unless negligence is shown has been introduced in the Colorado General Assembly. Chance of passage of the libel bill is considered good. Copies have been supplied to broadcasters in other mountain States.

As introduced, the libel measure protects against defamatory statements by candidates for public office and limits any recovery to actual damages. Television broadcasts are specifically mentioned in the bill. Its text follows:

Section 1. The owner, licensee or operator of a visual or sound radio broadcasting station or network of stations, and the agents or employes of any such owner, licensee or operator, shall not be liable for any damages for any defamatory statement published or uttered in or as a part of a visual or sound radio broadcast, by one other than such owner, licensee or operator, or agent or employe thereof, unless it shall be alleged and proved by the complaining party, that such owner, licensee, operator, such agent or employe, has failed to exercise due care to prevent the publication or utterance of such statement in such broadcast.

Section 2. In no event, however, shall any owner, licensee or operator, or the agents or employes of any such owner, licensee or operator of such a station or network of stations be held liable for any damages for any defamatory statement uttered over the facilities of such station or network by any candidate for public office.

Section 3. In any action for damages for any defamatory statement published or uttered in or as a part of a visual or sound radio broadcast, the complaining party shall be allowed only such actual damages as he has alleged and proved.

## KYOR on Air

KYOR San Diego, operating with 250 w on 1130 kc, went on the air as a daytime outlet Jan. 24. Licensed to Silvergate Broadcasting Co., studios and offices are in San Diego Hotel Bldg. William A. Evans is station manager. William Buckley, former chief engineer of KDB Santa Barbara, is engineering supervisor of KYOR. Aubrey H. Ison, formerly ABC Hollywood announcer, is chief announcer of the station, with Virgil Wyatt assigned public relations director. George C. Smith, formerly of KSDJ San Diego, and prior to that in advertising department of San Diego *Daily Journal*, has been made an account executive.

# BY-PRODUCTS

## OF ALERT, CONSCIENTIOUS, IMAGINATIVE STATION OPERATION

First and foremost, KLZ is concerned with serving the manifold interests of its listeners to the best of its ability. Doing this job conscientiously and creatively has earned KLZ not only the growing esteem and appreciation of listeners throughout the Denver-Rocky Mountain region but frequent national recognition as well. During 1946, ten significant awards came to KLZ for outstanding show-management, programming, listener service and promotion. KLZ's best efforts will again be put forth in 1947 —not to win awards, but to win listeners for its programs and sales for their sponsors.

AWARD
VARIETY Showmanagement Award, "How to Run A Radio Station"
AWARD
OHIO STATE UNIVERSITY Institute for Education by Radio. Honorable Mention for "Welcome House" program
AWARD
CITY COLLEGE OF NEW YORK Annual Conference on Radio and Business, Honorable Mention for "Welcome House" program
AWARD
NATIONAL SAFETY COUNCIL Annual Radio Farm Safety Contest, Second Place in one to 10 kw. division, to KLZ "Farm Reporter"
AWARD
SCHOOL BROADCAST CONFERENCE, individual station award for "Traffikwiz" program promoting safety among school children
AWARD
PROCTER & GAMBLE $1,000 Grand Prize Victory Bond for First Place in Ivory-Oxydol nighttime show promotion contest among CBS stations
AWARD
BILLBOARD, First Place, regional channel division, for "Promotion of Public Service Programs"
AWARD
BILLBOARD, First Place in Radio Publicity Poll of Editors
AWARD
BILLBOARD, Fourth Place, regional channel division, in "Over-All Promotion"
AWARD
DENVER AD CLUB, "Ad of the Year" Award for best radio script produced during 1946 by a Denver station; also won in 1945 and 1944.

# KLZ
## DENVER

REPRESENTED BY THE KATZ AGENCY

CBS · BMB · 560 KC.

AFFILIATED IN MANAGEMENT WITH OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY

# 50 kw Grant Is Proposed for WIBC

## Mid-America Given FCC Nod Over WINN in Another Action

A GRANT for 50-kw operation on 1070 kc by WIBC Indianapolis, using a directional antenna fulltime, was proposed by FCC in a decision announced last Monday. WIBC now uses the frequency with 5 kw.

In the same proceeding, basing its choice primarily on program factors, the Commission proposed to grant the application of Mid-America Broadcasting Corp. for a new Louisville station on 1080 kc with 5 kw day and 1 kw night, also directionalized fulltime, and to deny WINN Louisville's bid for that assignment in lieu of its present 250-w operation on 1240 kc.

Noting that WIBC's service area would gain approximately 970,000 persons daytime and 100,000 at night (from 901,470 day and 419,240 night at present), FCC proposed to grant the 50-kw application even though adjacent channel daytime interference from the proposed Louisville station would cut WIBC's daytime population gain by 5%. Similarly, FCC said, the Mid-America operation at Louisville, reaching almost 769,000 persons daytime and 360,000 at night, would lose about 5% of its population potential as a result of the power increase to WIBC.

### Evidence Conflicts

The Commission reported "sharp conflict in the evidence as to whether the proposed Louisville operation would cause interference to the secondary service areas" of KRLD Dallas and WTIC Hartford, which operate with 50 kw on 1080 kc. KRLD contended its secondary service area loss would approximate 86,855 persons; WTIC, 337,470. These estimates, FCC said, were based on the so-called "Newton" measurements on KRLD and the "Terrell" measurements on WTIC, which "were not even introduced in evidence."

"In any event," the Commission concluded, "the areas and populations which Stations KRLD and WTIC claim will be lost are small and appear to receive adequate primary and secondary service from other stations."

First reason cited by FCC for its choice of Mid-America over WINN was that "the resident stockholders of Mid-America . . . , by reason of the fact that they have for many years been closely identified with all phases of community life and have been much more active in Louisville civic, fraternal and governmental affairs than the local stockholders of Kentucky Broadcasting Corp. (WINN), appear to be in a better position to gauge the needs of local organizations and of the listening audience in that city."

"This is reflected in the program proposals submitted by the applicants," the Commission said, drawing the following comparison:

Mid-America Broadcasting Corp. proposes to provide Louisville with a new local non-network program service which appears to have been designed to serve the needs of the community to a greater extent than the service proposed by Kentucky Broadcasting Corp. [WINN]. For example, Mid-America Broadcasting Corp. will carry musical programs of such local organizations as the Louisville Philharmonic Orchestra and the Louisville Summer Opera, and will broadcast religious programs from local churches of the established faiths.

Station WINN does not now carry, nor does it propose to carry, such musical programs and has limited, and would limit, its religious programs to network programs and commercial religious programs from evangelistic sects. Similarly, station WINN does not propose to have any members of its staff assigned to the gathering of local news but will rely only upon such news as might be supplied by its wire service. Mid-America Broadcasting Corp., on the other hand, proposes to establish a news-gathering staff of three persons and will make particular effort to give good coverage of local news.

### Final Reason

Final reason cited by FCC for its preference for Mid-America is that its application was filed more than five years before WINN's, that it received a grant previously and that, "but for the intervention of the war, this applicant would now have its station in operation."

Voting control in Mid-America is distributed as follows: James F. Brownley, former deputy administrator of OPA and deputy director of Office of Economic Stabilization, president and 4.36%; E. R. and H. J. Plunkett, principal owners of a lumber company at New Rochelle, N. Y., 20% each; Emanuel Levi, attorney, former vice president and general manager of Louisville *Courier-Journal* and *Times* and their WHAS Louisville, 8.83%; Milton S. Trost, investment banker, 16.59%; Edward L. Altsheler Jr. Henry Fitzhugh Jr., Mary Peabody Fitzhugh, and William H. Venneman, 4.36% each; Willard G. Johnston, 3.28%; Laurence Jones estate, 9.60%. Messrs. Brownley and Venneman are former presidents of Frankfort Distilleries Inc. but no longer have any interests in the concern.

## Named to CED Post

RAYMOND RUBICAM, co-founder and until his recent retirement chairman of the board of Young & Rubicam, New York, has been appointed chairman of the Committee for Economic Development research and policy committee, succeeding U. S. Senator Ralph E. Flanders of Vermont. Mr. Rubicam has been a trustee and a member of the CED research and policy committee since June, 1944.


AUDIENCE .. *PLUS!*

. . . . that's what KFDA'S LATEST HOOPER SPELLS!

28 "FIRSTS"

Out of 44 quarter-hour rated periods—8:00 A.M. to 7:00 P.M. (Mondays through Fridays) KFDA has 28 "FIRSTS".

Write Howard Roberson, Manager KFDA, Amarillo, Texas—or see a John E. Pearson representative for facts!

*Nunn Stations:*
KFDA Amarillo, Tex.
WBIR Knoxville, Tenn.
WCMI Ashland, Ky. Huntington, W. Va.
WLAP Lexington, Ky.
WMOB Mobile, Ala.

ABC Affiliate

KFDA
A NUNN STATION

HOWARD P. ROBERSON, Mgr.

*Amarillo, Texas*

*Serving The Populous Area of the Amarillo Market*

You can buy time today
and sell goods tomorrow
with
SPOT BROADCASTING!

Once you've picked the markets you want, you can start selling fast with Spot Broadcasting. In each of those markets there's a leading station with a leading *locally produced* program. Chances are that program has room for your sales message.

**What kind of audience will you reach?** Many such programs have been heard for years . . . many have larger local ratings than the so-called national favorites. So you'll reach a big *pre-tested* audience that's right where you want it.

**How do you find these successful programs?** Ask your John Blair man. He represents the kind of aggressive station that has built them and merchandised them and made them profitable selling tools . . . for advertisers like you. Better call your John Blair man today.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

WOC

"It's a Happy New Year! WOC is now Basic NBC!"

QUAD Cities

DAVENPORT, ROCK ISLAND
MOLINE, EAST MOLINE

Since 1942, Hooper surveys have shown that only WOC delivers the Quad-Cities . . . the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.

5,000 Watts, 1420 Kc.
Basic NBC Affiliate

B. J. Palmer, President
Buryl Lottridge, Manager

WOC

DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

## Refunds Due

(*Continued from page 20*)

a commitment case, it admits that a change in network affiliation from one of low volume to one of higher volume is a change in capacity for production. The same reasoning can be applied to a change from a non-network station to a network affiliation.

One type of situation is not covered by the example cited in the Regulations. This situation is the change from a network affiliation of high volume of business to one of low volume of business. There were several such changes in addition to the definite division of the Red and Blue networks of the NBC. This division occurred during the base period.

It is the writer's opinion that such a situation is a basis of relief under Sec. 722 (b) (1). This section is quoted as follows:

Interruption or diminution of normal production, output, or operation in the base period.—If the taxpayer establishes that in one or more taxable years in its base period normal production, output, or operation was interrupted or diminished because of the occurrence either immediately prior to, or during the base period, or events unusual and peculiar in the experience of the taxpayer, the average base period net income shall be considered to be an inadequate standard of normal earnings. Activities comprised within the meaning of production, output, or operation include the rendering of services in those cases in which corporations render services rather than manufacture or market tangible products, as for example advertising agencies, brokerage concerns, purchasing agents, etc. Normal production, output, or operation means the level of production, output of operation which would have been reached by the business of the taxpayer had the unsual and peculiar events not occurred.

The gross time sales of the major networks as appearing on Page 18 of the 1942 BROADCASTING YEARBOOK are as follow:

| | NBC | NBC-Red |
|---|---|---|
| 1936 | $34,523,950 | |
| 1937 | 38,651,286 | |
| 1938 | | $31,827,548 |
| 1939 | | 36,600,736 |

| NBC-Blue | CBS | MBS |
|---|---|---|
| | $23,168,148 | $1,979,146 |
| | 28,722,118 | 1,455,070 |
| $9,635,131 | 27,345,397 | 2,920,324 |
| 8,643,618 | 34,539,665 | 3,329,782 |

Thus a change from a CBS affiliate to a NBC Blue affiliate is a diminution of normal production. The change is a "physical change" and qualifies as "unusual and peculiar" because it is not ordinarily encountered by a radio station.

The writer knows of no stations receiving relief under Sec. 722 (b) (1) or of any application filed under Sec. 722 (b) (1). Reconstruction of normal earnings under Sec. 722 (b) (1) is not as difficult as under Sec. 722 (b) (4).

### Other Causes for Relief

There still remain 64 stations of the 553 stations that were in business during the entire base period. Several of these are owned by the major networks. For the others, causes for relief under Sec. 722 (b) (4) could be changes in management, changes in method of operations and change from parttime operation to fulltime operations.

The writer knows of one case where relief was granted to a radio station because of a difference in ratio of non-borrowed capital to total capital.

The remaining stations may have to look to Sec. 722 (b) (3) for relief. This section may apply to the radio broadcasting industry. However, much work would have to be done and an industry wide survey would have to be undertaken. In addition, the radio broadcasting industry is on the defense as far as this section of the law is concerned. The sub-section referred to as Sec. 722 (b) (3) is quoted:

In order for a taxpayer to obtain relief under Sec. 722 (b)(3) . . . it must establish—
that the business of the taxpayer was depressed in the base period by reason of conditions generally prevailing in an industry of which the taxpayer was a member, subjecting such taxpayer to (1) a profits cycle differing materially in length and amplitude from the general business cycle.

The Bureau of Internal Revenue tentatively determined that the radio broadcasting industry would not be eligible for relief under Section 722 (b) (3). However, the Bureau admitted that if evidence was submitted, it would be reviewed and their stand should not bar any taxpayer from filing under this section.

Although no figures are available showing the profits of the industry from its inception, the Survey of Current Business on page 29 of the 1942 issue shows the monthly average cost of facilities of radio broadcasting to be as follows:

| | |
|---|---|
| 1932 | $3,259,000 |
| 1933 | 2,626,000 |
| 1934 | 3,554,000 |
| 1935 | 4,107,000 |
| 1936 | 4,946,000 |
| 1937 | 5,801,000 |
| 1938 | 5,977,000 |
| 1939 | 6,926,000 |
| 1940 | 8,038,000 |

The volume of business shows no cycle but a steady upcurve, except for 1933. Because of each year showing an increase over the preceding year, it could be said that each year is depressed by a comparison with the preceding year. Certainly, the trend is entirely different than the net profit and losses of all corporations during the base period as follows:

| | |
|---|---|
| 1936 | 117.3% |
| 1937 | 118.3% |
| 1938 | 43.2% |
| 1939 | 121.2% |
| Average | 100.0% |

The second classification of stations presents no problem as to eligibility under Sec. 722. These are stations that started in business immediately prior to the base period or during the base period.

Sec. 722 (b) (4) is quoted:

If a taxpayer has commenced business . . . either during or immediately prior to the base period . . . the average base period net income shall be considered to be an inadequate standard of normal earnings.

There is a group of stations falling between this classification and the group commencing business after Jan. 1, 1940. These are the stations that were incorporated during the base period but did not receive their licenses to operate until after Jan. 1, 1940. Many applications were held up until the North American Regional Broadcasting Agreement was ratified.

Until the Commissioner's statement of April 1, 1946, these stations were ineligibile for relief as they qualified neither under Section 722 (b) or 722 (c). The Commissioner's statement was partially the result of a petition filed by radio station WLOL. Eligibility under Sec. 722 (c) is now open to these "hiatus" stations.

### Eligibility Defined

The last group of stations are those that commenced business after Jan. 1, 1940. These are known as Sec. 722 (c) cases.

The regulations define eligibility under Sec. 722 (c) as those companies that possess an intangible asset not included in capital that make important contributions to income. The definition of intangible asset includes a license to do a certain kind of business in a certain locality as a result of a grant by governmental bodies. Radio broadcasting stations are specifically mentioned as an example of a business having an intangible asset in its license.

Proof of a Sec. 722 (c) case must also include figures to prove that radio broadcasting stations have a high yield on its capital as

(*Continued on page 36*)

## NEW KRNT POLICY

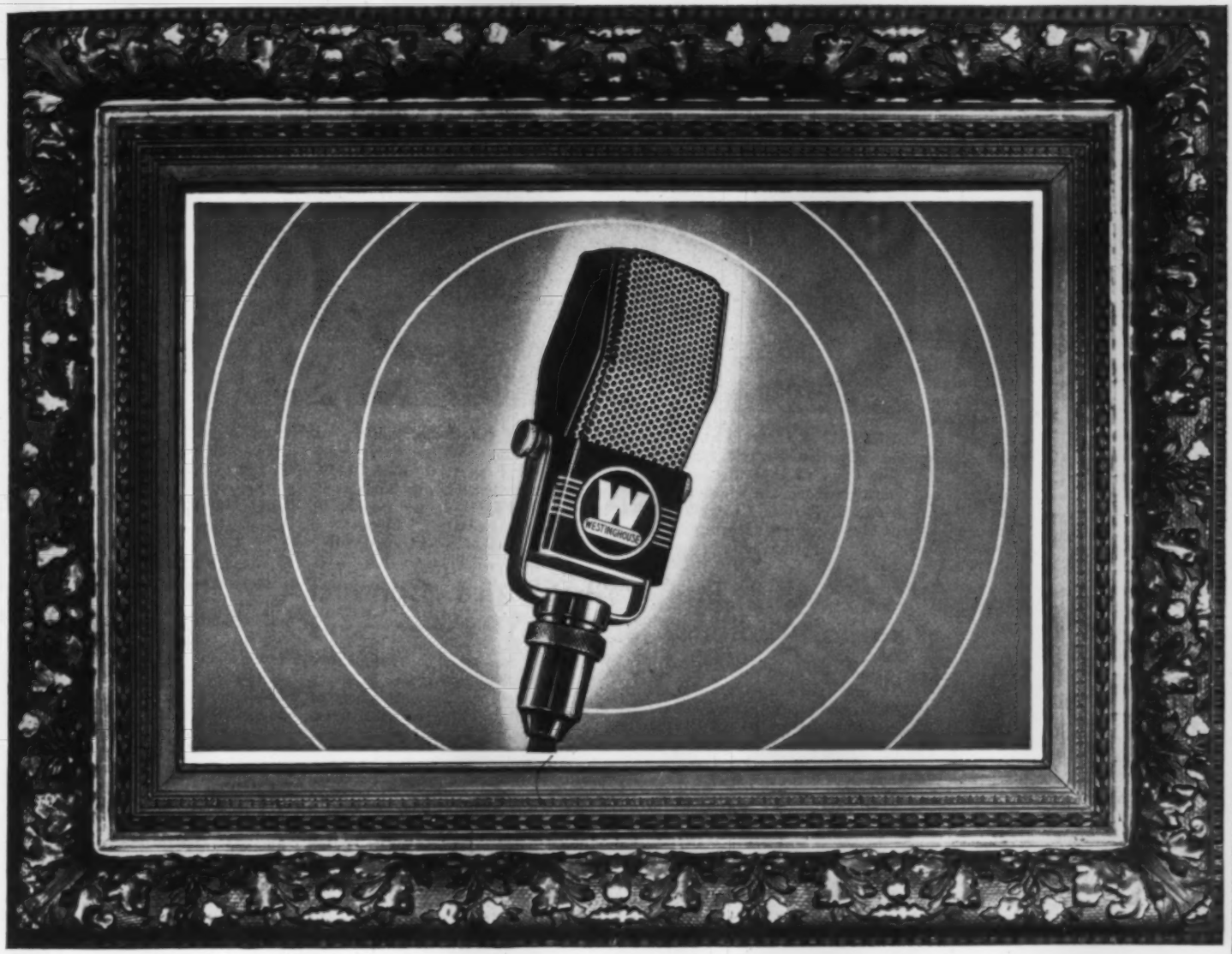
### Iowa Station to Cease Giving Sports Betting Odds

KRNT DES MOINES has announced that in the future it will not quote gambling figures. Members of its sports staff have been instructed to refrain from quoting betting odds on any sporting event and to cease giving the point odds on such sports as football and basketball.

In explaining KRNT's action, which he said was a move to curtail gambling on sporting events, Jon Hackett, director of athletics for the station, declared it was his belief that by refusing to quote gambling odds and prices radio stations could make it much more difficult for the bookies to get the public to wager on sports contests.

Some weeks ago the New York chapter of the Sports Broadcasters Assn. recommended to its members that they refrain from quoting the betting odds on certain athletic events. This action, however, was aimed primarily at preventing young people of college age from wagering on collegiate events. The KRNT move, Mr. Hackett said, was the most drastic step yet taken to curtail large-scale gambling on sporting events by the general public.

Jim Wessel, sports editor for Press Assn. Inc., wrote Mr. Hackett to congratulate him and KRNT for "offering such courageous leadership on this controversial issue" and advised him that KRNT's new policy would be brought to the attention of the Sports Broadcasters Assn.




# PORTRAIT OF 1947's STAR SALESMAN

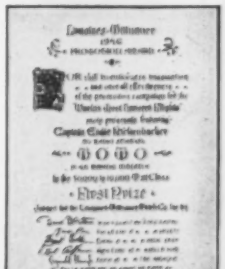
To cut through a welter of post-war distribution problems, industry is staging a grand revival of an ancient and versatile art — salesmanship!

And the star performer is the microphone. In cities and in far-ranging rural stretches, radio is doing an extremely effective sales job, timed to the moment.. for clocks and coffee, for tires and tobacco and toothpaste, for waffle irons and watches.

Take watches. Longines Watches.

To stimulate sales in selected territories, Longines employed a dramatic program of unusual distinction, "World's Most Honored Flights." It was broadcast on more than one hundred stations. All vied with one another in local promotion of the program. Recently, when Longines announced awards for most effective promotion, the name of the first-prize winner came as no surprise to the radio industry. It was the Westinghouse station in Fort Wayne, Indiana—WOWO, winner of twenty such awards during the last two years.

WOWO's prize-winning record is unmatched by any other station of its size. But the resourcefulness that won these awards is typical of all Westinghouse stations. It stems from a traditional insistence on custom-tailored local programming.. consistent promotion of network and spot shows.. and, above all, continuing service in the public interest.




*To* WOWO.. *top award for promotion of the Longines Program, "World's Most Honored Flights."*

**WESTINGHOUSE RADIO STATIONS Inc**

**KDKA • KYW • KEX • WBZ • WBZA • WOWO**

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

## Red Cross Will Use Radio Extensively

### Plans for Annual Fund Campaign March 1-31 Are Announced

PLANS for extensive national use of radio in the 1947 Red Cross fund campaign March 1-31 have been announced by Red Cross National Headquarters, Washington. The plans, according to B. Walter Huffington, Red Cross national radio director, include a seven-program series of dramas starring Helen Hayes titled *These Are My People*, six four-minute spots featuring Hollywood radio and film stars, a double-faced platter of transcribed announcements, foreign language live announcements on domestic foreign language stations, and live announcement and program material, plus network coverage and special events.

The Helen Hayes programs, Mr. Huffington says, were recorded by NBC Radio Recording Division in New York, and advance orders received at Red Cross National Headquarters from local groups indicate that approximately 800 stations will carry the series.

Transcriptions of interviews with Army and Navy personnel overseas are to be made available to local stations in home towns of the participants. These recordings were arranged through Red Cross field directors abroad.

In the foreign language phase of the annual fund drive, 198 stations broadcasting in French, Italian, Polish, Spanish and Yiddish are scheduled to receive live announcements for their audiences, according to Mr. Huffington.

Complete network coverage also is planned, as many Red Cross messages will be allocated through the Advertising Council on the same basis as in the 1946 campaign.

## Book on Radio Use

BOOKLET titled *Radio, How, When and Why to Use It* has been prepared by Beatrice K. Tolleris, chief consultant of the National Publicity Council for Health and Welfare Services, New York, as one of that organization's "How-to-Do-It" series. The booklet considers in some detail such topics as "Assessing Radio as a Medium," "Your Choice of a Format," "Ready-Made Opportunities in Radio," "Joining Forces for Radio Education," "Building a Radio Audience" and "Checklist on Station Relations.'

## New Regulation

CANADIAN BROADCASTING CORP. has issued a new regulation, following January meeting of board of governors at Montreal, that "no one shall broadcast appeals for agents to represent sponsors of any program, or to handle the goods or services advertised thereon." Confirming a previous CBC ruling, the CBC board voted to make a specific regulation.

SERVING as caterers at a reception Jan. 15 for secretaries engaged in the Salvation Army's $1,000,000 annual maintenance fund drive were (l to r): Frank White, vice president of CBS; Edward J. Noble, ABC board chairman, in whose New York offices the reception was held; Walbridge S. Taft of Cadwalader, Wickersham & Taft; Walter Hoving of the Hoving Corp. Eighty secretaries to campaign chairmen went to the reception after attending ABC's *Pot o' Gold* broadcast.

## Let Single Standard Service Conduct Radio Audience Surveys, Palmer Says

EDITOR, BROADCASTING:

I have just read the article in BROADCASTING relative to "Southern California Stations Quietly Plan BMB Withdrawal." In this article you quote Hugh Feltis as saying ". . . a uniform measurement of stations' audiences is an absolute 'must' for the continued growth of radio advertising."

Let's go back and look at the compass to see if we're going in the direction we started for.

Many stations joined BMB because *it was a step in the right direction.* Today, we're not questioning the ability of such an outstanding leader as Hugh Feltis, but we are *questioning the direction!* BMB does *not* give us a "uniform measurement of station audiences." I have asked many station managers if their BMB report has helped them secure additional advertising, and not one has told me it has been helpful.

In 1943, I suggested a formula to the Chicago Radio Executives' Club for audience measurement that would be standard and could be accepted on the same basis as the Audit Bureau of Circulation in the newspaper field.

1. Let the industry arrange with Western Union to make our surveys—telephone, door to door, and mail.

2. Let an NAB committee determine the size of the sample in any market.

3. Western Union would provide able and experienced supervision.

4. Every Western Union office would be open to public inspection so that the results of any survey could be checked by any interested party.

We now have a half dozen duplicating services, all purporting to make audience surveys. A single standard service, such as the above outlined, would save the industry much more than the entire cost of BMB, and would give us a practical audience measurement that would help us sell radio advertising.

I realize this is a different viewpoint from that of my friends, Hugh Feltis and C. E. Hooper. However, we have not yet found anything comparable to the Audit Bureau of Circulation for radio. Perhaps the above is a better step in the right direction.

Fred A. Palmer,
Fred A. Palmer Company.

## *LEW HAHN FIRST PAID PRESIDENT OF NRDGA*

LEW HAHN was elected the first paid president, general manager and treasurer of National Retail Dry Goods Assn. at the 36th annual meeting last week in New York.

Benjamin H. Namm, head of Namm store in Brooklyn and retiring president of association, was elected chairman of the executive committee. Jay D. Runkle of Crowley & Milner, Detroit, was named chairman of board.

New vice chairmen: Donald A. Fowler, Porteous, Mitchel & Braun, Portland, Me.; Robert A. Seidel, W. T. Grant Co., New York; Wade McCargo, H. V. Baldwin & Co., Richmond, Va.; Jay Iglauer, Halle Bros., Cleveland; H. H. Bennett, Zions Cooperative Mercantile Institution, Salt Lake City.

## WFLM Now WTCB

WFLM Flint, Mich., last week announced a change in call letters to WTCB and at the same time rescheduled its affiliation with NBC from Feb. 1 to on or about April 15.

## Receiver Production Hits Alltime High

### Total Exceeds 15,000,000 Units For 1946, RMA Says

PRODUCTION of radio receivers exceeded 15,000,000 units in 1946, far ahead of the previous alltime record in 1941 of 13,642,334 sets, Radio Manufacturers Assn. announced last week. The figures show steady increase in production of FM models as well as television receivers, reflecting progress in these two phases of broadcasting.

During the year 165,762 AM-FM console models were turned out by RMA member companies, along with 15,723 table models, a total of 181,485 units with the FM band. Output of sets with FM rose sharply in December to 40,903 units, well above the previous 1946 record of 27,330 units in November.

Output of television sets in 1946 totaled 6,746 units, of which 3,561 were shipped in December. The total video production for the year comprised 5,070 table models, 1,344 direct-viewing radio-television consoles, 10 projection consoles, 51 radio-phonograph combination projection consoles, 1 direct-viewing radio-phonograph console.

RMA's production figures for 1946 show that 10,219,191 of the 13,326,985 sets produced by its member companies were table models and 925,171 were consoles, of which 820,979 had phonograph attachments. Auto receivers totaled 1,153,458 and portables 1,022,689 units. Of the table models 1,215,924 had phonograph attachments.

RMA member production is estimated at about 90% of the industry total. Its 1946 member figures of 13,326,985 does not include production of some members who failed to supply reports early in the year. RMA production consisted of 77% table models, 7% consoles and the rest auto and portable types. Shortage of wood cabinets accounted for the low console output.

Production early in the year was slow to reach prewar rates due to pricing and reconversion problems, RMA said, but by yearend had reached a rate of nearly 20,000,000 units a year. Total December production of 1,454,687 units by RMA members was slightly under December due to the shorter work month.

## UE Wage Negotiations

UNITED ELECTRICAL, Radio and Machine Workers of America (CIO) have announced that negotiations for wage increases for 250,000 workers at four major electronic and radio manufacturing companies will start within a week. UE will seek new gains from GE, Westinghouse, Sylvania and electrical division of General Motors [BROADCASTING, Jan. 13]. In addition to higher wages, the union will seek establishment of a comprehensive health and welfare program throughout the industry and a union shop.

# THIS *Baker* SELLS COFFEE!

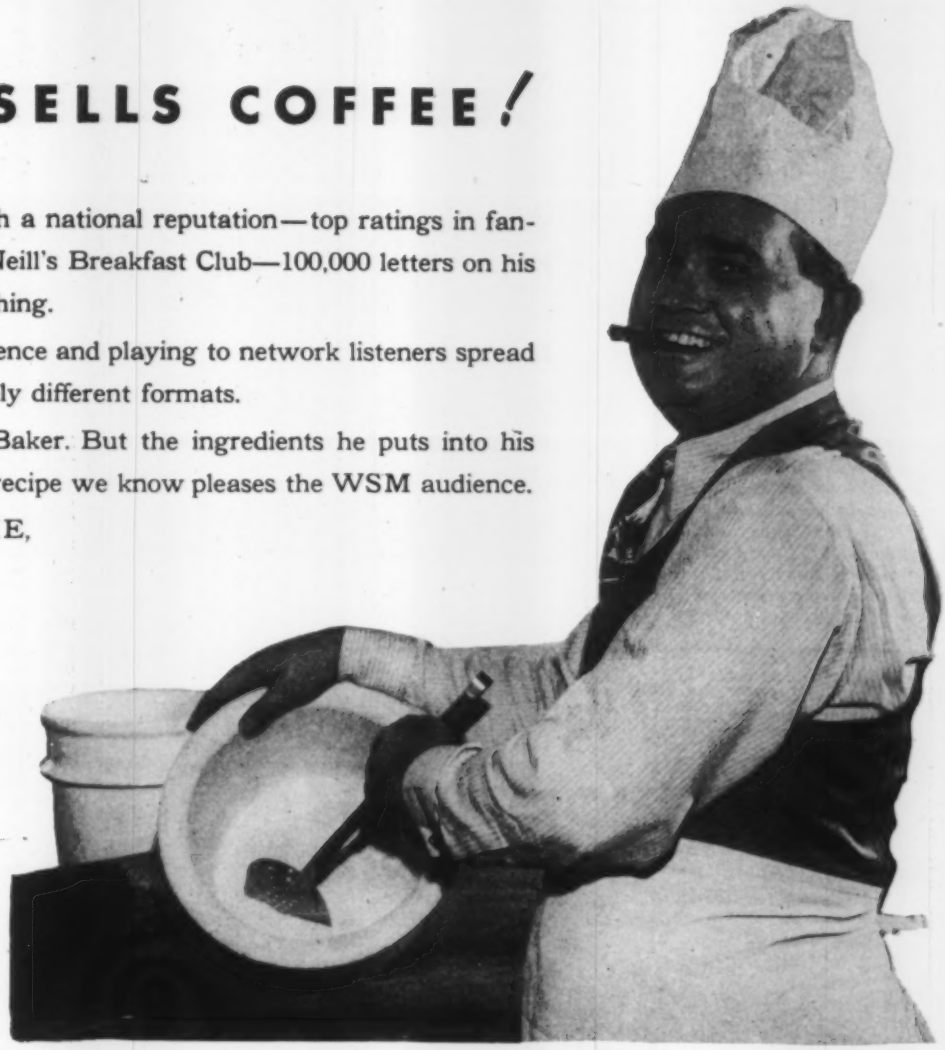
Jack Baker came to WSM with a national reputation—top ratings in fan-mag polls—eight years on Don McNeill's Breakfast Club—100,000 letters on his 10th year in radio—all that sort of thing.

But playing for a sectional audience and playing to network listeners spread over 48 states requires two completely different formats.

WSM listeners get the same Baker. But the ingredients he puts into his program are different, mixed to the recipe we know pleases the WSM audience.

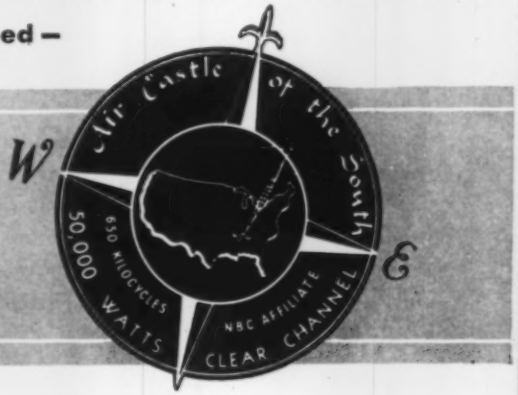
It's Jack Baker on RFD DIXIE, a folksy, zany, informal song-ful quarter-hour designed for Southern housewives. They *"eat it up"*—which on the dollars and cents side means they are keeping the JFG Coffee Company busy supplying their dealers.

Yes, he not only entertains, but this *Baker Sells Coffee*, too.



★ **Whatever your product, WSM has the *talent* (a roster of 300) the *production know-how* (5 production men with network experience) and an intimate *knowledge of our audience* (through serving them for 21 years) to build the show YOU need—**

**HARRY STONE, *Gen. Mgr.***
**JACK HARRIS, *Asst. Gen. Mgr.***
**WINSTON S. DUSTIN, *Comm. Mgr.***
**EDWARD PETRY & CO., *National Representatives***




*"The Best in Broadcasting"*

WSM
NASHVILLE

## Refunds Due

(*Continued from page 32*)

a result of this intangible asset. The average yield of all manufacturing corporations on its invested capital during the base period was as follows:

| | |
|---|---|
| 1936 | 9.7% |
| 1937 | 9.5% |
| 1938 | 4.1% |
| 1939 | 8.9% |
| Average | 8.1% |

Although there are no published figures as to the yield on invested capital of the radio broadcasting industry, in certain cases they can be made available for groups of stations. In 1939 the yield of the entire industry on the original cost of equipment was 37%.

### Eligibility for Relief

From the foregoing it would appear that a radio station should have little trouble in proving eligibility for relief. However, the difficult problem has been how much relief, and the presentation of a correct reconstruction of what normal earnings should have been during the base period. There are two methods of reconstruction, and each is to be used according to the rules in the Bulletin published by the Bureau of Internal Revenue.

The first method is a detailed reconstruction of the sales and expenses of the "changed business." This appears difficult, but again the problem is not too forbidding, as it applies to radio. The supply is determinable. There are just so many hours to be sold. The rates charged by established stations in comparable markets and of comparable power can be obtained. The percentage of time devoted to commercial broadcasting of these stations can also be obtained.

The reconstruction of expenses during the base period is also not difficult. Transmitter and control studio expenses are not subject to great increases, whether the program is sustaining or commercial, or whether the power is 1 kw or 5 kw. Program expenses are not usually affected by changes in power. General expenses are subjected to small increases with increased operations, whereas selling expenses are directly affected by increases in business.

The use of the above formulae permits a reconstruction in detail. In many cases, such a reconstruction is not necessary. The second method can be used. This calls for the presentation of earnings during the base period of established stations operating under similar circumstances to the changed station.

Despite the advantageous position of the radio broadcasting industry as to eligibility and reconstruction, less than a score of stations have received relief. Relief so far has been granted as a result of compromises and because of certain specific events. No definite or scientific formula has yet been devised. Perhaps soon a case may be decided by the Excess Profits Tax Council which will result in establishing a method of calculation of a reconstructed base period net income.

7 out of 10
NORTHERN CALIFORNIANS
ONE COLUMBIA STATION SERVES THEM ALL!
2½ million people—that's 70% of Northern California's population—live in KQW's primary listening area.
KQW is the only Columbia station serving this rich 14 county San Francisco - Oakland Bay Area Market—and delivers it at less cost.
Pacific Agricultural Foundation, Ltd.
San Jose, California
740 on your dial
San Francisco Studios
Palace Hotel
KQW
EXCLUSIVELY
Delivers the Columbia 14 County
San Francisco-Oakland Bay Market!
Represented Nationally by Edward Petry & Co. Inc.


## RCA Victor Honors 15 for '46 Records

### Awards of Merit for Outstanding Individual Work Presented

THE HIGHEST AWARD provided by the RCA Victor Division was presented to 15 RCA employes on Jan. 18 for individual exceptional performances during the previous 12 months' period. The outstanding salaried workers received the 1946 RCA Victor Award of Merit at a dinner at the Hotel Barclay.

Frank M. Folsom, RCA executive vice president in charge of the RCA Victor division, lauded the winners for their outstanding contributions to the company's advances in 1946. J. G. Wilson, operating vice president, read the citations and made the awards, and J. K. West, director of public relations for RCA Victor, reviewed the entire award of merit program.

The award consists of a solid gold money clip embodying a miniature gold watch decorated with an inlaid RCA Victor trademark, and a scroll citing the recipient's outstanding performances.

The presentations included one posthumous award to the late Gordon E. Riley, former general traffic manager, who died in Chicago on Jan. 5.

### The Winners

Winners of the 1946 awards were: Albert F. Watters, home instruments department, Indianapolis; John H. Pflieger, accounting and finance department, Camden, N. J.; William T. Warrender, record department, Camden; Robeson Howell, record department, Camden; A. K. Weber, personnel section of engineering products department, Camden; Neal A. Drought, personnel department, Camden; J. K. Burton, tube department, Lancaster, Pa.; Otto H. Schade, tube department, Harrison, N. J.; J. M. Clifford, law department, Camden; W. F. Fell, engineering products department, Camden; Edward M. Tuft, tube department, Harrison; H. M. Rundle, home instruments department, Camden; H. I. Reiskind, record department, Camden; Merrill G. Gander, RCA Service Co., Camden.

## WMMJ, Peoria Daytime Station, Is Now on Air

WMMJ Peoria, Ill., operated by Mid-State Broadcasting Co., started operations Christmas Day with 1 kw on 1020 kc, daytime only, President William Kutsch announces. Ted Giles is chief engineer, Berne Enterline program manager and Al Kauffman sales manager.

Other staff members include: Marjory Heiken, traffic manager; Jean Deterick, women's director, who also has charge of continuity; Glen Callison, Art Little, and Robert Snow, engineers; Robyn Weaver, Dave Chase, Lee Edwards and Dave Smith, announcers and producers; Verne Boylson and Jim Butler, salesmen.

# RENEWED!

## Again – and Again – and Again!

# "EASY ACES"

**AND THE RENEWAL RECORD BY LOCAL SPONSORS THAT'S**

***THE TALK OF THE INDUSTRY...***

| | | | |
|---|---|---|---|
| Denver | 7th Renewal | Kansas City | 6th Renewal |
| Salt Lake City | 7th Renewal | Boston | 5th Renewal |
| Cincinnati | 7th Renewal | St. Louis | 5th Renewal |
| Altoona | 7th Renewal | Knoxville | 5th Renewal |
| Miami | 7th Renewal | Zanesville | 5th Renewal |
| Seattle | 6th Renewal | Chattanooga | 5th Renewal |

**AND DOZENS MORE!**

**America's Funniest Husband and Wife!**

Written and played by Goodie Ace, one of the nation's top comedy creators, a headline laugh fashioner for 13 years . . .

Plus Jane Ace — radio's beloved "dumb dora" who has malapropped her way to radio immortality. 1040 quarter hours immediately available. EASY ACES means easy listening and easy renewals.

WRITE, WIRE OR PHONE

FREDERIC W. ZIV COMPANY

*Radio Productions*

1529 MADISON ROAD · CINCINNATI 6, OHIO

NEW YORK · CHICAGO · HOLLYWOOD

**TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORSHIP**

Our Mr. Gallaher gets

# around

EDDIE GALLAHER has a habit of popping up in the most interesting places. Like this...

A radio reporter catches the drama as a kidnapped girl is returned unharmed to her mother. *It's Gallaher.* Washington sport fans listen to a description of first downs and touchdowns. *It's Gallaher.*

And again it's Gallaher—WTOP's versatile mike-man about Washington—who emcees three of WTOP's most popular local originations:

**Monday through Friday** afternoons Eddie Gallaher and organist Johnny Salb dare listeners to "Stump Us", with musical questions. ("Stump Us" pulls more mail than any other WTOP show!) **Six afternoons a week** Eddie "Meets the Missus"... fishes stunts out of a fishbowl... and awards prizes to contestants. (It's standing room only at every broadcast until after Easter!) **At night,** Gallaher jockeys discs. D.C. night owls like his "Moondial" for its patter about new releases; inside Tin Pan Alley stories, and the finer points about recordings.

Eddie Gallaher, like all WTOP performers, is capable of handling a variety of assignments —all equally well. To get big sales around Washington, get Gallaher—or another versatile WTOPer—to do a capital job for you.

**Columbia Owned WTOP**

WASHINGTON'S 50,000 WATT STATION • REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
*General Manager*

ELIZABETH WHITEHEAD
*Station Director*

Pioneer FM Station in
the Kansas City Area

*Ask for Rate Card 5*

## FCC Approves Sale Of WGAP Interest

**Half of Maryville, Tenn. Interest Changes Hands**

FCC announced last week that it had approved the $2,500 sale of George Burne Smith's 50% interest in Gateway Broadcasting Co., permittee for WGAP Maryville, Tenn. (1400 kc, 250 w), to George R. Dempster, former city manager of Knoxville.

The once-complex case had been pending since early last spring. In his original application Mr. Smith, former WNOX Knoxville engineer, attributed his withdrawal from the Gateway partnership to ill health [BROADCASTING, April 18]. Later he asked the Commission to disregard the application. Subsequently, on the last day for competing bids under the Avco Rule, a firm headed by Knoxville Mayor Cas Walker matched Mr. Dempster's $2,500 offer. Later the Commission set the application for hearing.

One by one, however, the "complications" were removed. Mayor Walker's firm withdrew its competing bid, and, early this year, the Commission was notified that the sale to Mr. Dempster had been consummated. In an accompanying letter, Mr. Smith told the Commission that he was "satisfied" and had "no further interest in the matter." Last Tuesday, FCC reported that on Jan. 9 it cancelled the hearing, which had been slated for April 18, and approved the sale.

Mr. Dempster is president of Dempster Bros. Inc., construction equipment manufacturers. V. H. McLean retains the remaining 50% interest in the radio firm.

## 'BROADCASTING' GETS WAR DEPT.'S THANKS

EDITOR, BROADCASTING:

I wish to take this opportunity to thank you and the members of your staff for the assistance which you have rendered the War Department in securing and selecting an individual to assume the post of Chief, Radio Unit, in General MacArthur's Headquarters in Japan.

Through the medium of BROADCASTING, many outstandingly qualified persons in the field of radio have been referred to this office and contacts have been established which not only permitted the filling of the present important vacancy, but which will enable us to provide our occupation forces with additional competent personnel in the future.

Your cooperation in this connection has been most gratifying, and your efforts on behalf of the War Department are greatly appreciated.

Geo. F. Schulgen
Brigadier General, USA
Acting Chief, Civil Affairs
Division, War Dept.,
Washington 25, D. C.
January 14, 1947

**CAST OF WOWO FT. WAYNE'S** *Junior Jamboree*, half-hour weekly show which had its premiere on Jan. 25, receives instructions from Sam Gifford, its producer. Program is being broadcast in cooperation with Junior Achievement Group and is sponsored by Wolf and Dessauer to promote interest in store's Hi-School and Under-Grad Shop.

## MEXICO WILL HAVE 5 NEW STATIONS SOON

FIVE NEW STATIONS will begin operations this spring and summer in Mexico, that country's Government has notified signatory nations to the North American Regional Broadcasting Agreement. List of changes, proposed changes and corrections in assignments, as announced by Mexico, follows:

920 kc—XEBH Hermosillo, Sonora, 1 kw night; 5 kw day, unlimited, Class III-B, to begin April 10.

950 kc—New, Monterrey, Neuvo Laredo, 1 kw, daytime only, Class III, to begin Aug. 1.

1270 kc—New, Ciudad Guzman, Jalisco, 250 w, unlimited, Class IV, to begin June 1.

1340 kc—XEJK Cuidad Delicias, Chihuahua, 250 w, unlimited, Class IV, to begin June 1; new, Cuernavaca, Morelos, 250 w, unlimited, Class IV, to begin Aug. 1.

1400 kc—XEAM Matamoros, Tamaulipas, 250 w, unlimited, Class IV, in operation; XEGA Guadalajara, Jalisco, change in call letters, previously XEXM.

1450 kc—XEKF Iguala, Guerrero, assignment of call letters.

## CKVC NIAGARA FALLS PLANS START IN JUNE

CKVC Niagara Falls, Ont., new 1 kw station on 1600 kc, is expected to go on the air in June, according to owner B. H. Bedford. Station has signed with British United Press for full BUP and UP radio wire service.

Mr. Bedford has asked a number of prominent citizens of the Niagara Falls area, both in the United States and Canada, to sit on an advisory council for the station. Included on this board are Wm. L. Houck, mayor of Niagara Falls, Ont.; Stephen A. Lamb, mayor of Niagara Falls, N. Y.; Ben R. Prior, reeve of Stamford Township, Ont.; Harry A. Parm, president of Niagara Falls Junior Chamber of Commerce; Fred M. Cairns, vice chairman of Niagara Parks Commission and president of Niagara Division of the Borden Co.; R. W. Dickson, manager of National Grocers Co. Ltd., Niagara Falls, Ont.

The board will meet at least four times annually, Mr. Bedford said, to deal with such problems as allotting political time, auditing public service programs and advising on requests of local groups for free radio time.

CKVC will be the second station in Canada authorized to mention prices on its commercial announcements, according to Mr. Bedford. The first was CKLW Windsor-Detroit.

## Final Farm Radio Report Is Issued

**Receiving Sets Found on 94.3% Of Washington State Farms**

RADIO receivers are found on 94.3% of occupied farms in the State of Washington, according to the Bureau of the Census. Results just tabulated, covering farm facts as of Jan. 1, 1945, show that 73,397 of 77,780 occupied farms in the State had at least one radio set, with 67,955 farms having electricity and 35,502 having telephones.

Final state returns show the following results:

California—119,188 of 127,409 occupied farms have radios (93.5%), 116,048 have electricity, 60,421 have telephones.

Michigan—154,353 of 168,714 farms have radios (91.5%), 144,260 have electricity, 68,956 have telephones.

Wisconsin—156,442 of 172,800 farms have radios (90.6%), 124,476 have electricity, 86,107 have telephones.

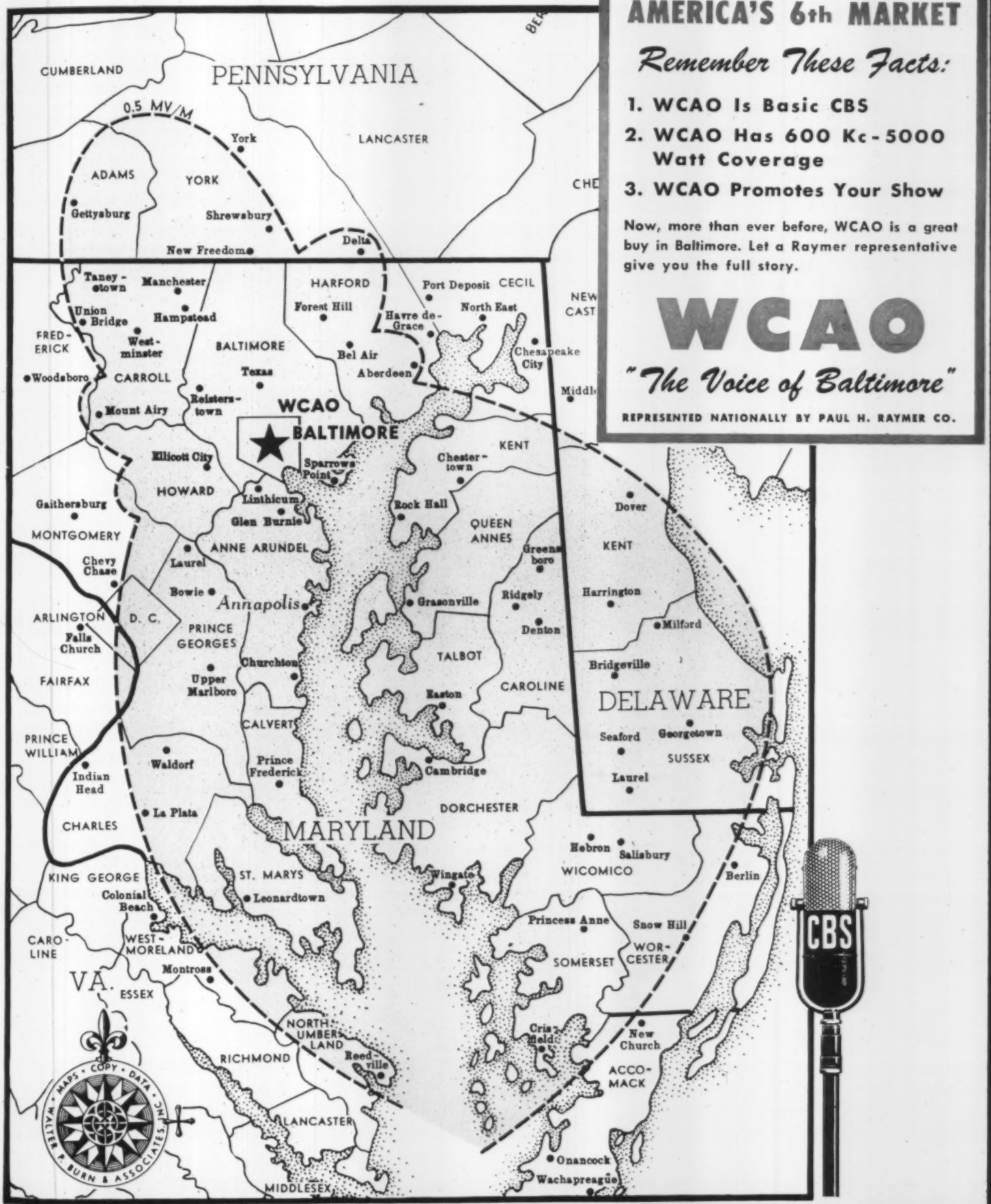
Indiana—147,417 of 171,086 farms have radios (86.2%), 122,742 have electricity, 97,236 have telephones.

Oklahoma—122,448 of 159,258 farms have radios (76.2%), 47,104 have electricity, 41,101 have telephones.

Texas—261,440 of 365,818 farms have radios (71.5%), 157,383 have electricity, 67,725 have telephones.

Tennessee—157,983 of 225,783 farms have radios (69.9%), 70,769 have electricity, 36,365 have telephones.

Florida—33,871 of 54,239 farms have radios (62.5%), 22,857 have electricity, 6,429 have telephones.


IN BALTIMORE,
AMERICA'S 6th MARKET
Remember These Facts:
1. WCAO Is Basic CBS
2. WCAO Has 600 Kc - 5000 Watt Coverage
3. WCAO Promotes Your Show
Now, more than ever before, WCAO is a great buy in Baltimore. Let a Raymer representative give you the full story.
WCAO
"The Voice of Baltimore"
REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
CUMBERLAND
PENNSYLVANIA
0.5 MV/M
York
LANCASTER
ADAMS
YORK
Gettysburg
Shrewsbury
New Freedom
Delta
Taney-town
Manchester
HARFORD
Port Deposit
CECIL
Union Bridge
Hampstead
Forest Hill
Havre de-Grace
North East
FRED-ERICK
West-minster
BALTIMORE
Bel Air
Chesapeake City
Woodsboro
CARROLL
Texas
Aberdeen
Reisters-town
WCAO
Mount Airy
BALTIMORE
Ellicott City
Sparrows Point
Chester-town
KENT
HOWARD
Linthicum
Rock Hall
Gaithersburg
Glen Burnie
Dover
MONTGOMERY
QUEEN ANNES
ANNE ARUNDEL
Greens-boro
KENT
Chevy Chase
Laurel
Bowie
Annapolis
Grasonville
Ridgely
Harrington
ARLINGTON
D. C.
Falls Church
PRINCE GEORGES
Denton
Milford
TALBOT
Churchton
Bridgeville
FAIRFAX
Upper Marlboro
CAROLINE
Easton
DELAWARE
CALVERT
Seaford
Georgetown
PRINCE WILLIAM
SUSSEX
Waldorf
Prince Frederick
Cambridge
Indian Head
Laurel
La Plata
DORCHESTER
CHARLES
MARYLAND
Hebron
Salisbury
KING GEORGE
ST. MARYS
Wingate
WICOMICO
Berlin
Colonial Beach
Leonardtown
Princess Anne
Snow Hill
CARO-LINE
WEST-MORELAND
SOMERSET
WOR-CESTER
Montross
VA.
ESSEX
NORTH-UMBER-LAND
Cris-field
New Church
RICHMOND
Reedville
ACCO-MACK
LANCASTER
Onancock
Wachapreague
MIDDLESEX
CBS
WALTER P. BURN & ASSOCIATES, INC. MAPS • COPY • DATA

## WGAY

(*Continued from page 22*)

these days, we decided to begin with the one studio.

We learned that the best plans submitted to the FCC go awry as new talent enters the operation and unexpected problems arise.

The discovery of outstanding sports talent leaned the station toward a daily sports feature not originally scheduled. An inability to round up interesting women in the community to report daily to the station cancelled our pretentious plans for *The Lady Speaks. Community Forum* had to be cancelled its first two weeks until community groups could be stirred up to present forums.

And with the station's entry into the community which had not used radio extensively, we fell heir to an educational task.

"We'll need at least an hour to discuss our problem," said the serious civic leader.

I recommended a 15-minute program.

"Couldn't possibly discuss my subject in that brief a period."

We compromised on a half-hour roundtable debate involving five persons.

After we were on the air for two weeks we experienced that terrible sensation of having a sponsor cancel his commercial.

"I've been on the air for three days and have yet to hear anyone who heard my spot announcement!"

But a later report came in: "Sponsor delighted. Says his delivery business (pharmacy) has definitely picked up as a direct result of radio advertising."

Then there was the lady who owned a hat shop who thought 156 times meant one week! She cried when shown the contract she had signed. We reluctantly ignored the usual two week cancellation clause and released her from her contract immediately.

### Principles

We realized that we were in a new market, dealing with businesses who were using radio advertising for the first time. After a sales staff meeting, we agreed on certain principles:

"Don't oversell radio."

"Make certain the sponsor understands the contract."

"Dont let him overbuy."

"Advise him not to use radio unless he plans a long campaign."

We invite listeners to phone us and give us their reactions to our programs. The results are not always quite what we expect. When we neglected to include sufficient time-signals in the morning, we were promptly notified. A lady in Rockville, Md., told us that our Saturday morning *Hold Tight* show —fast swing music—disturbed her children. A couple of people even phoned after one broadcast of *Manager's Corner*—my own weekly broadcast—to say "If you want my opinion, your voice is terrible!" And, "Give me boogie woogie instead of talk!"

And there is *Smiling Music*—almost ill fated, but now a permament fixture on WGAY.

As a Saturday afternoon feature, we included in it all the music that we ordinarily would schedule anywhere else. Main Street band music,. silly music, etc. The announcer doing the program threatened to quit.

### Tell Facts

I told him to let the listeners know the facts. "All the management has heard about the program is complaints. If there's still anyone out there who wants this music on the air—he'd better let us know —and fast."

So now the phones ring like mad each Saturday for the entire 15 minutes as listeners enter into the spirit of the program. "Its lousy!" "It's very funny!" "It's sweet and soothing" are some of the comments. Now we're inviting the audience to let us know the number they would least like to hear—and we'll play it.

What surprises me most is the lack of sound information and advice available on handling the *details* of station management. The NAB has been very helpful—but there's still much to be done in this field.

Apparently traffic systems are a matter of personality and whim. Boards, card index files, large sheets of paper, and other systems are widely used.

Filing systems are still a mystery.

### Fan Mail

What do you do with fan mail? It seems a shame to throw it away. I've loaned some to our salesmen. But what do you do with the rest?

And old scripts. We follow a system of using copy only once and keeping the day's book complete. In three weeks of operation we packed a full file drawer.

We haven't really entered in any serious personnel problems since the staff has entered into the spirit of developing the new station. There was the Steve Bagarus deal that got us national publicity when the ex-Redskin halfback got involved in other problems and abruptly left our highly publicized *Double-O Time* show.

But we can see definite progress in our "new baby" as the *Saturday Evening Post* caption writer called WGAY.

The other day, I even got home in time to help with the 10 o'clock feeding of my new son, born a week before the station opened.

Thrifty Choice —for Richer Profits

**Let WTAR-Norfolk give you *more* sales at *less* cost per sale**

**Compare WTAR's audience delivery per advertising dollar with any you choose to check. See WHY it's your thrifty choice for richer profits.**

**MORE SALES?** . . . Yes! The Norfolk market is creamier than ever before, by every index. 650,000 live and buy in the metropolitan area alone, a compact, economically merchandised unit . . . with **more** to spend now than ever before.

**LESS COST?** . . . Yes! You get one-station, one-cost **control** of this concentrated, substantial market. WTAR gives you more listening customers than all other stations, combined, outside listening practically nil. (Hooper Oct.-Nov. '46)

**PROVE IT** . . . WTAR-Norfolk is ready — right now — to do an efficient, profitable job for you. Let's talk about it.

NBC AFFILIATE
5,000 Watts
Day and Night

National Representatives: Edward Petry & Co.

NORFOLK VIRGINIA

WTAR


## Renews MBS 300

WILLIAMSON CANDY Co., Chicago (O'Henry candy bars), March 2 renews *True Detective Mysteries* for 52 weeks on 300 MBS stations, Sun. 4:30-5 p. m. Agency is Aubrey, Moore & Wallace, Chicago.

RIVER WALK. CHRISTMAS, 1946

# You're looking at a *SUBWAY* (San Antonio Style)

These people are standing in the geographical center of downtown San Antonio. A few feet above, on either side of the river, speeds the traffic of Texas' third city. But the San Antonio subway wasn't made for speed. For San Antonio is a city of contrasts, a city shared by oil millionaire and Mexican peddler; a town where the ancient Alamo and modern skyscraper stand side by side; a community that holds within its county lines five major Army air fields; a city whose picturesque river is used in turn for city swimming pool, zoo water supply, boat run, irrigation, fishing grounds, flood control, and downtown thoroughfare. That's why so many tourists come for a day and stay for a lifetime (estimated annual tourist trade $13,000,000). People can't forget San Antonio. You shouldn't forget that 50,000 watts on 680 kilocycles provides the largest daytime coverage of *any* Texas radio station, delivers primary service to 105 counties that make up the Heart of Texas.

AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK

WEED AND COMPANY
Representatives

THE HEART OF TEXAS
BELONGS TO—

**Kabc**

SAN ANTONIO

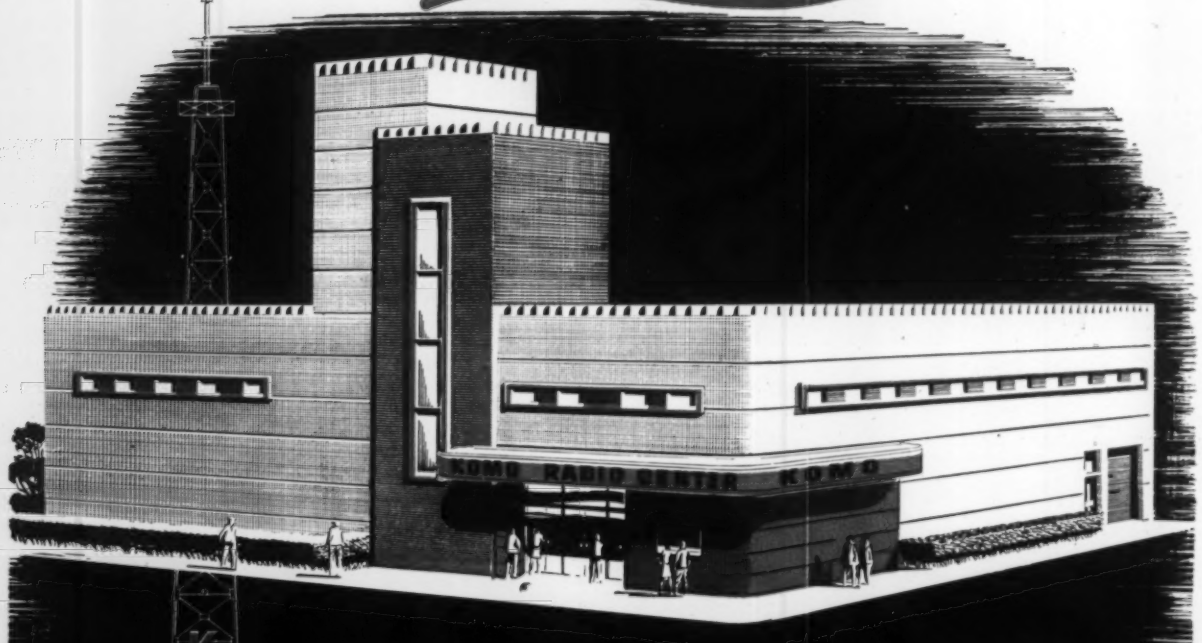
50,000 WATTS, DAY
10,000 WATTS, NIGHT

CHARLES W. BALTHROPE
Station Manager

FIFTY THOUSAND WATTS ON SIX HUNDRED EIGHTY KILOCYCLES DOES THE JOB

# RADIO CENTER

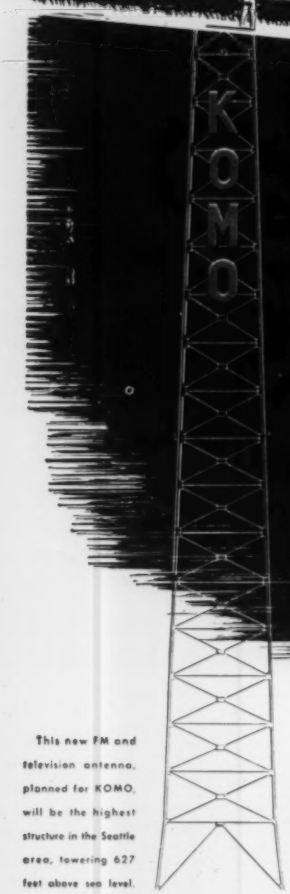
## SEATTLE




WITH 20 YEARS of leadership, KOMO continues to set the pace in the important Puget Sound Market by building one of the most efficient, most modern broadcast production plants in the country. Radio Center, Seattle, scheduled to open early in 1947, will be years ahead in design and physical equipment, thus even better able to serve this rich, important and growing market.

Radio Center, illustrated above, is but one example of the aggressive and progressive thinking that has made it possible for KOMO to maintain indisputable leadership and obtain active, instantaneous response for its advertisers.

By any yardstick you choose, KOMO—the leading radio station in this wealthy market . . . the appealing, EXCLUSIVE voice of NBC in the Puget Sound country—is far and away the best dollar for dollar advertising value.




This new FM and television antenna, planned for KOMO, will be the highest structure in the Seattle area, towering 627 feet above sea level.

**65%** of Washington State's dollars is spent in this pool—the KOMO effective Merchandising Area

**KOMO for SEATTLE** AND THE PUGET SOUND COUNTRY

National Representatives, Edward Petry & Co., Inc. • New York • Chicago • San Francisco • Los Angeles • Detroit • St. Louis • Atlanta • Boston

OLD FRIENDS meet at the final luncheon of the New Horizons Committee in Syracuse as Col. H. C. Wilder, (l) president of WSYR and Sir Guy Garrod, Air Chief Marshal of the RAF, reminisce over their previous meeting in Germany. Colonel Wilder was a member of the broadcasting group that met Sir Guy while touring Europe in 1945.

## VIDEO PLANS OF ABC MOVE AHEAD — SAMISH

TELEVISION OPERATIONS of ABC now are well into the second of three stages, Adrian Samish, vice president in charge of the network's television and program departments, revealed Jan. 15 in Hollywood, where he had gone to confer with ABC executives.

During the first, or experimental, stage ABC spent $140,000 last year in programming on another company's facilities, Mr. Samish said. This stage now has been completed, he added, and ABC feels capable of going on its own.

The network, now in the midst of the second stage—obtaining franchises—already has a franchise in Los Angeles and high hopes of acquiring others in New York, Chicago, Detroit, San Francisco and Washington. Before the second stage is completed, Mr. Samish said, ABC will have selected choice sites and completed plans for building studios and purchasing equipment.

The third stage will be actual operation, in which ABC will begin television broadcasts with its own equipment and studios.

Mr. Samish said the network is more interested in getting television operations rolling in New York because it is the commercial center, with more prestige at present, and the point of greatest competition. This will not deter ABC in its plans for the West, however, he added.

## WABP Now WDIA

THE NEW station in Memphis whose call letters were WABP has now been assigned WDIA as call letters at the request of the owners, John R. Pepper and Bert Ferguson. The FCC has also given final approval of the transmitter location at University and Hubert Streets. The station plans to be on the air no later than May 1. The 730 kc daytime independent will have studios at 2074 Union Ave., Memphis. Mr. Ferguson is also general manager.

## 250,000 - Set Video Output Predicted

### Commerce Dept. Sees No Threat To Movies From TV in 1947

PRODUCTION OF TELEVISION sets should increase substantially during 1947, with an estimated minimum of 250,000 sets on the market by the end of the year, but video is not expected to develop sufficiently in 1947 to be a serious competitor to the motion picture theatre, according to an article appearing in the January issue of the Department of Commerce publication, *Domestic Commerce*, under the byline of H. B. McCoy, director of the Office of Domestic Commerce. Volume of sets moving into wholesale and retail channels will be limited by the size of television coverage, the article points out. Shortage of materials for construction of stations and of studio transmission and receiving equipment will slow up television development. With reference to FM, Mr. McCoy says it is estimated that by the last quarter of 1947 about 30% of all sets manufactured will be equipped to receive FM. Production of straight AM consoles is expected to fall off considerably except to take care of export orders, as the demand is for radio combinations having both AM and FM reception.

From the overall production standpoint, the radio industry during 1947 fully expects to exceed the all-time peak production of 1946, Mr. McCoy says, pointing out that controls have been removed and critical materials previously not available are expected to move into production channels in greater quantities.

Optimism is expressed with reference to tube production, which Mr. McCoy says will increase during 1947, with new improved types being brought out to increase the efficiency and performance of radio receivers, particularly television receivers. By the end of the first half of the year the industry expects to meet current demands for tubes for all purposes, he asserts.

## Loggan Named President Of Oregon Broadcasters

OREGON State Broadcasters Assn. held a meeting at the NAB area meeting in San Francisco and elected officers for this year. Frank H. Loggan, KBND Bend, was elected president; Lee Jacobs, KBKR Baker, vice president; Frank Coffin, KGW Portland, secretary-treasurer; Chet Wheeler, KWIL Albany, Charles Couche, KALE Portland, Glenn McCormick, KSLM Salem, directors.

The Association voted to award a scholarship to a deserving senior or junior interested in radio now attending an Oregon university or college. H. Quentin Cox, general manager of KGW, was appointed head of the committee to formulate plans for the scholarship.

# MANAGEMENT

WILLIAM R. MURRAY, program director at WPUV Pulaski, Va., has been named to succeed ROBERT C. WOLFENDEN as manager of WPUV. JIM MAYES replaces Mr. Murray as program director.

JOHN F. MEAGHER, general manager of KYSM Mankato, Minn., has been elected president of Mankato Chamber of Commerce.

R. G. SOULE, vice president-treasurer of WFBL Syracuse, Jan. 17 addressed class of 240 students of Syracuse U. Radio Workshop on "Problems in Operating a Network Station."

LEWIS ALLEN WEISS, vice president and general manager of Don Lee Broadcasting System, Hollywood, for second consecutive year has been elected vice president of Los Angeles Chamber of Commerce.

JACK RADFORD, supervisor of broadcast regulations of CBC Toronto, has resigned from CBC and bought controlling interest in CFJM Brockville, Ont. He takes over Feb. 1. Before becoming supervisor of station relations of CBC, and later supervisor of broadcast regulations, he was manager of former CBC station CRCW Windsor, Ont.

R. C. COSGROVE, vice president of Crosley Corp. and president of Radio Manufacturers Assn., Jan. 24 was to address radio group of American Marketing Assn. on "Trends in AM, FM and Television."

GRAHAM POYNER, former program manager of WPTF Raleigh, N. C., has been appointed assistant manager of that station. He has been with WPTF for more than 13 years, starting as staff announcer and copy writer. He became program manager in 1934 and, in addition to his new duties, will continue in that capacity.

Mr. Poyner

EDGAR PARSONS former field representative of Fred A. Palmer Co., Cincinnati, has been named acting manager of new WFRD Worthington, Ohio (5 kw daytime, 880 kc). Temporary executive offices are at 246 N. High St., Columbus.

ROBERT M. SCHOLLE, former vice president of WLIB New York, and at one time sales manager of WQXR New York, has joined the sales department of Concert Program Magazines, New York.

GENEROSO POPE, president of WHOM New York, has been named chairman of the foreign language radio stations division for the March of Dimes campaign of the New York chapter of the National Foundation for Infantile Paralysis.

## WJPA NAMES HELLER NEW GENERAL MGR.

C. B. HELLER, former commercial manager of WLOK Lima, Ohio, and WJPA Washington, Pa., has become general manager of WJPA under a recently completed reorganization of the Pennsylvania station, succeeding Robert F. Kliment, who has gone to WKBW Buffalo as account executive. Mr. Heller served during the war as cable editor of the London OWI office.

Mr. Heller

Promoted to commercial manager of WJPA is Charles R. Duvall, former sales representative. Stan Progar is news editor and publicity director, and George Gailey has taken over the program managership succeeding Kieran Balfe.

Horace Cooper, formerly of WSTV Steubenville, Ohio, replaces Frank Krulce as WJPA chief engineer, with Mike Komichak, Joe Erdos and Bill Vogler added to the engineering staff. Mr. Erdos came to WJPA from WKNY Kingston, N. Y., and Mr. Komichak from WMBS Uniontown, Pa.

WJPA also has experienced a number of other staff changes during the last few months. Mitch Gray was added to the announcing staff, coming from WISR Butler, Pa. Peter Stanton, formerly with WJAS and KVQ Pittsburgh, now is WJPA sports commentator, and Alan Black, formerly of WKPA New Kensington, Pa., is musical director. Miss Lucille Smith has been added to the WJPA staff as continuity writer, Miss Elizabeth Leon as traffic girl, Miss Ruth Bell as receptionist and Mrs. Helen Scuvotti as bookkeeper.

## WISMER WINS JAYCEE AWARD, ARMY THANKS

HARRY WISMER, newly appointed assistant to G. A. Richards, president of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, [BROADCASTING, Dec. 30, 1946], received dual honors last week. He was named by the U. S. Junior Chamber of Commerce as one of the nation's ten outstanding young men of the year and received a certificate of appreciation for aid given the U. S. Army Recruiting Service.

Maj. Gen. St. Clair Street, chief of military personnel procurement, presented the Army award to Mr. Wismer in a ceremony at the Pentagon Bldg. in Washington.

The Junior Chamber of Commerce, in citing Mr. Wismer for national honors, gave recognition to "his campaign to interest young people in sports as a means to better physical and mental development and his efforts in the field of youth welfare."

For several years one of the nation's leading sports broadcasters, Mr. Wismer arrived at the WJR executive offices in Detroit last week to take over his new duties. He will assist Mr. Richards with overall policies regarding WJR, WGAR and KMPC. He plans to continue as a network sports director, dividing time between his Detroit commitment and his broadcasting activities.

# Commercial

**TRUMAN BRIZEE**, publicity and promotion director for WHAM and WHFM Rochester, N. Y., and with those stations for 10 years, has been appointed general sales manager of WHFM effective Feb. 1. This is first step in expansion plans for the FM staff of the Stromberg-Carlson Co. outlets. **ARTHUR W. KELLY**, publicity director before the war and who had transferred to engineering for the duration, is new director of publicity and promotion for the stations. **ARMIN BENDER**, former publicity director at the U. of Rochester, joins WHAM staff as sueprvisor of special services and will assist Program Director **CHARLES SILVERSON** in public relations, research and general institutional-educational work.

**F. G. VAN ETTEN** has been promoted to sales coordinator of ABC Central Division, Chicago. **ROBERT BRETHAUER** has been named sales service manager. Both will be responsible in their respective capacities for Central Division contracts, clearances and sales service.

**W. Z. McDONALD**, southern advertising man, has joined WDSU New Orleans as sales representative.

**FRANK SCHMITT**, former purchasing agent for Basalt Rock Co., has joined sales department of KGO San Francisco, replacing **RUSS SHAFFER**, resigned.

**GEORGE P. HOLLINGBERY Co.**, stations representative which has appointed **HARRY H. WISE Jr.** as West Coast manager [BROADCASTING, Jan. 13], has established new Los Angeles office at 411 W. Fifth St. Telephone: Madison 6-3633.

**INTERCOLLEGIATE** Broadcasting System has issued rate card No. 4 showing 22 college campus stations now available commercially at rates ranging from $8 to $22 per quarter-hour. Rates apply for both network and spot basis. Rate for entire system is $288 per quarter-hour. New card was worked out in cooperation with Avery-Knodel, IBS representative.

**GEORGE C. BLACKWELL**, former manager of WBLK Clarksburg, W. Va., has been named sales manager of WHAR Clarksburg. Mr. Blackwell was assistant secretary of Federal Radio Commission from 1927 to 1929 before joining WBLK where he has served as manager for eight years.

Mr. Blackwell

**E. R. BORROFF**, vice president, ABC Central Division, has been named by Mayor Kelly of Chicago as one of 116 prominent Chicagoans to the Citizens Olympic Committee, which will lead the campaign to bring the 1952 Olympic Games to Chicago.

**STUART M. KELLY**, formerly on the sales staff of Joseph Hershey McGillvra Inc., New York, has joined the Howard H. Wilson Co., New York, in the same capacity. Mr. Kelly served with the Army during the war.

**FRED BURTON REED** has joined WCOP Boston as sales representative. He was former advertising man with the Chicago Times, The Standard Times, New Bedford, and the Enterprise, Brockton Mass.

**JOSEPH BADGER** of the sales staff at WKXL Concord, N. H., has been appointed to committee to raise funds for construction of memorial hospital in Concord.

**BILL TUCKER**, national advertising manager of KIRO Seattle, is father of a girl.

**PAUL MILLEN**, NBC Central Division night announcer's clerk, has resigned to join the sales department of KFJB Marshalltown, Iowa.

**TED MURPHY**, former announcer of CKEY Toronto, has returned to the station as an account executive.

**CKMO** Vancouver B. C., has appointed National Broadcast Sales, Toronto and Montreal, as exclusive representative.

**WALTER LONNER**, traffic manager of ABC Hollywood, is recovering from an operation at Hollywood Presbyterian Hospital.

**PAN AMERICAN BROADCASTING Co.**, New York, has been appointed representative of Radio Cristal, HJCU-HJCA-HJCV Bogota, Colombia, S. A.

**KURT C. LEICHTER**, formerly with Zale's Jewelers and Kay's Jewelers (southwestern chains), has joined KTFS Texarkana, Tex., local sales force.


THE ADVENTURES OF

DICK COLE

Another CHARLES MICHELSON STAR SHOW

at Farr Military Academy

1947 ushers in something new ... something different in radio programming for youngsters. Good, wholesome listening pleasure, full of thrills and adventure that will capture the imagination of boys and girls alike. 26 half-hour shows planned for one a week advertisers — Saturday mornings, or other prime periods — catering to ages 6 to 16. Here is a show for bakers, dairies, department stores, soft drink bottlers and others, that will pay extra dividends in goodwill and sales.

*Audition Samples FREE on Request!*

OTHER PROGRAMS: A DATE WITH MUSIC • SMILIN' ED McCONNELL
THE SHADOW • THE AVENGER • BLACKSTONE, MAGIC DETECTIVE

*Pioneer Program Producers Since 1934*

WIRE • PHONE • WRITE

CHARLES MICHELSON INC.

67 WEST 44th STREET, NEW YORK 18 • PHONE: MURRAY HILL 2-3376-5168


## New N. Carolina Outlet Announces Staff Members

STAFF APPOINTMENTS have been announced by WCPS Tarboro, N. C., which expected to go on the air last week, operating with 1 kw on 760 kc daytime. John C. Hanner, former Army Air Forces pilot, is manager and director of sales. Other appointments include: Jim Scott, formerly in the production department of WOLS Florence, S. C., program-production manager; Charles D. Chandler, chief engineer; Bruce Joyner, staff engineer; Eccles Wall, formerly with WWGP Sanford, N. C., and Welcome Stanton, new to radio, announcers.

Licensee of WCPS is the Coastal Plains Broadcasting Co. Inc. Manager Hanner announces that because of the station's proximity to the world's greatest tobacco marts WCPS has chosen the slogan, "From the Tobacco Belt of the Nation, This Is Your Coastal Plains Station."

## Form New Agency

JOHN COLE, formerly with McCann-Erickson, New York, and Herbert Chason, formerly head of his own agency, Herbert Chason Co., New York, have formed a new agency, Cole & Chason, with offices at 24 East 23d St., New York. Mr. Cole has returned to the agency field after a year's vacation. Before his association with McCann-Erickson Co., Mr. Cole was with Lord & Thomas on the Pacific Coast and in New York. Mr. Chason formerly was with the Du Pont Co., and CBS.

## Buchanan Quits CHAB

H. CARSON BUCHANAN, part-owner and manager of CHAB Moose Jaw, Sask., has sold his interest in the station after managing it for many years. He has not announced any plans for the future, and is expected to take a long-planned rest before announcing future activities. Syd Boyling has been appointed acting manager.

## NEW COLLINS 213A TRANSCRIPTION TURNTABLE

## *Designed For Better Recorded Programs*

Yes, the Collins 213A turntable is designed for those who insist that their recorded programs be given every opportunity for success. This new table, shown for the first time at the 1946 NAB convention, reflects the careful attention given to its general appearance, operating performance, and functional convenience.

The 213A gives you faultless, professional turntable performance. Use it for better recorded programs. Available with or without cabinet and pick-up assembly. Write for complete details.

1 Designed for recording as well as playback.

2 Maximum difference of five seconds between recording and playback time in a 15-minute program.

3 Quick lever shift of speed, with turntable either running or stopped.

4 Rim driven by two rubber idlers, self-aligning to compensate for wear. Constant peripheral speed.

5 Speed regulation of 0.07% r.m.s. at 78.26 r.p.m., 0.13% r.m.s. at 33⅓ r.p.m.

6 Three-point support eliminates levelling adjustments on ordinary floors.

7 Hardened, ground, and polished stainless steel shafts running in oilite bearings reduce maintenance problems.

8 Driving mechanism is mounted on rubber shock-mounts. Rumble is held to a negligible level.

9 Black and gray baked enamel finish provides an attractive, long wearing appearance. Other colors available on special order.

FOR BROADCAST QUALITY, IT'S . . . . COLLINS

**COLLINS RADIO COMPANY, Cedar Rapids, Iowa**

11 West 42nd Street, New York 18, N. Y. 458 South Spring Street, Los Angeles 13, California

THE UNIVERSITY OF MIAMI
CORAL GABLES 34, FLORIDA

January 16, 1947

Mr. Stanton P. Kettler
Radio Station W G B S
1605 Biscayne Boulevard
Miami 36, Florida

Dear Mr. Kettler:

It is with keen interest and satisfaction that I have followed the progress of the courses in radio broadcasting that WGBS is conducting at the University.

The success of these courses is evidenced by the enthusiasm of the students and the results that have been achieved.

The course in Practical Radio Broadcasting, as you already kno has enjoyed the largest enrollment of any single class in its department during the current semester. In fact, I have been informed that the quota of students for the courses you will present next semester was filled during the first two days of pre-registration, which also reflects the popularity of these courses.

I have been particularly impressed both with the members of the station's staff who have acted as instructors, and with the generous use of the station's facilities for the presentation of student-planned and produced programs.

As we embark on the new expansion and construction program on our campus, we are more mindful than ever of the continued ne for the type of wholehearted cooperation that your station h given us.

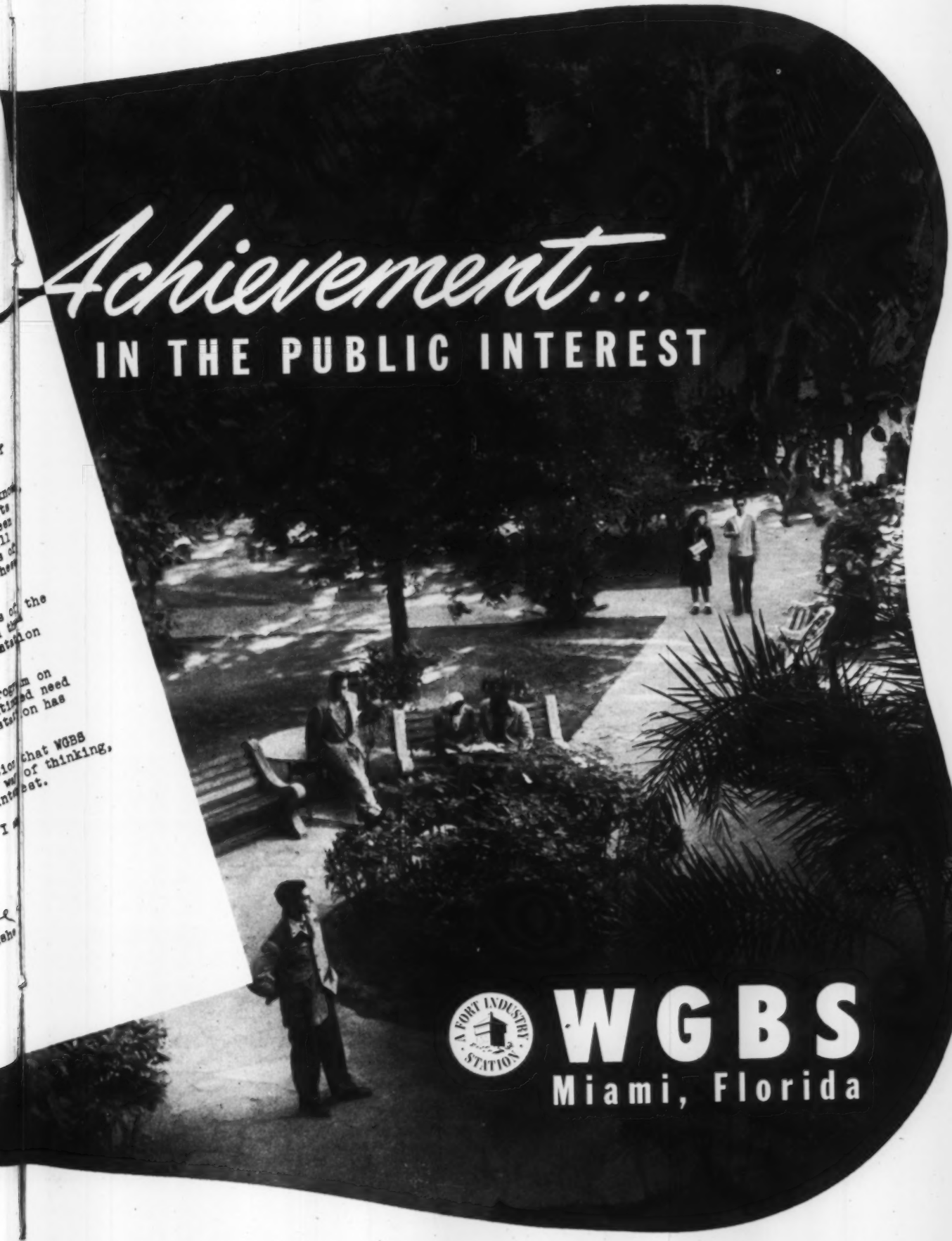
You have every reason to be proud of the contribution that is making to the University of Miami. This, to my way of t is an achievement of broadcasting in the public interest.

With kindest personal regards and appreciation, I a

Sincerely,

B Ashe

Bowman F. Ashe
President


Achievement...
IN THE PUBLIC INTEREST
A FORT INDUSTRY STATION
WGBS
Miami, Florida

# Editorial

## Operation Retail

REMEMBER the NAB Retail Promotion Plan which got under way in 1943 at a cost of $150,000?

It paid off a fortnight ago a hundred-fold. The National Retail Dry Goods Assn. made its first nationwide radio contest awards. It now becomes an annual event. It has aroused unprecedented interest in radio as a retail medium. It can well mean several million in increased retail appropriations for radio this year.

There were misgivings in broadcasting ranks when Paul W. Morency, WTIC Hartford, launched the big push for the retail promotion plan, flanked by Frank Pellegrin and afterward by Lew Avery, as broadcast advertising heads of the NAB. Some broadcasters thought radio was chasing a will o' the wisp, for the newspapers had department store advertising nailed down. And the initial film presentation wasn't too hot either—for that $150,000.

The boys plugged away. There followed the phenomenal Joske Clinic in San Antonio. NRDGA was willing to listen and learn, but radio had to do the selling. The degree to which NRDGA was sold was reflected in the setting up of the nationwide radio program contest, paralleling that which has been conducted in the newspaper field for years.

It is fitting that a sweep of the top awards went to the James Black Dry Goods Co., in Waterloo, Ia., in the $5,000,000 volume or less class. The campaigns were over Joe DuMond's KXEL. Station staff and the store's advertising department worked together in tailoring the programming vehicles to fit the market and the budget. A slip of a lady—Miss Katherine Pillos—latterly followed through as Black's advertising director. This proves that all of the great advertising and merchandising minds don't reside in the metropolises. Retail advertising, remember, is on the local level.

Many stores that never before used radio programs are now interested. The mission isn't accomplished because radio still is getting only an infinitesimal part of the retail budget, but it's well under way, and in good hands.

## Bristol Clear

LEE H. BRISTOL, president of Bristol-Myers Co., is one of radio's strongest boosters. His company's appropriation of several millions for radio gives eloquent testimony to that.

In a letter to this journal, Mr. Bristol reiterates his confidence in radio as an advertising medium. He dilutes it, however, with these words:

> Radio is one of the most important media, and a very large proportion of our advertising budget is spent that way. Of course, it will always be subject to challenge if and when costs rise so much that the efficiency of the dollar spent, in relation to the results produced, diminishes to a point where the equation is unsatisfactory for radio.

It behooves every broadcaster to heed that comment. Radio costs have skyrocketed, as have those of other media. Radio, moreover, is Blue-Book shocked and FCC shy.

Broadcasters should never forget that radio is a *commercial* medium; that Congress has decreed it that way, and that advertising is a proud profession. There's nothing wrong with radio that judicious operation, resourceful management and a Congressional trimming down of the FCC can't cure.

## On the Ball

AS RADIO enters what has been predicted as its most competitive year, broadcasters can well afford to examine their resources for avenues of new business.

As an example of ingenious selling the recent formation of the Midwest Baseball Network [BROADCASTING, Jan. 20] to air the Chicago Cubs baseball games for the season should provide similar ideas for independent stations fortunate enough to have big league or even Three-Eye League teams in their backyards.

While airing the home-town team is as old as radio, the plans laid out by Midwest call for stations outside WIND's primary area to broadcast the Cubs' games on a *participating* basis. By the simple process of setting up a regional throughout Illinois, Michigan, Iowa and Indiana, thousands of Cub fans will be able to tune-in games of their National League favorite. Advertisers will likewise be tempted to tap the potential market created by the broadcasts as were WIND sponsors last summer when the station had an 11.1 Hooper for Sunday afternoon, greater than the *combined* ratings of the network opposition for the same period.

In 1924 when the Cubs' games were first broadcast, paid admissions amounted to 700,000. Last year, according to the Cubs' business manager, admissions exceeded 1,300,000, although the team finished third. Thousands of those tickets were paid for by people outside Chicago who became Cub fans via their loudspeakers.

As a result of Midwest's initiative, numerous small advertisers who have rejected radio because of limitations of proper program vehicles and the cost of choice time are afforded new opportunities in participating sponsorship of baseball and other sports broadcasts which enjoy wide following.

---

*I see you do not fully comprehend the danger of abridging the liberties of the people. A Government had better go to the far extreme of toleration than to do aught that could be construed into an interference with, or jeopardize in any degree the rights of the people.*

—Abraham Lincoln, in a statement to one who had advocated suppression of the *Chicago Times*.

---

## The Dean Does It

IT WAS only natural that WDAF, operated by the *Kansas City Star*, should jettison its regular program schedules in favor of vastly expanded news coverage when its parent newspaper was struck by contract carriers in a union dispute. The *Star* is Kansas City's only daily newspaper. The people had to be served.

But WDAF's public service went far beyond that which came naturally. People began to call about program listings. So H. Dean Fitzer, WDAF manager, ordered that the complete radio log be aired at three-hour intervals, covering not only WDAF, but KMBC, KCMO, WREN and KCKN.

The *Star* was having its troubles. The *Star* station had to carry the load. Sponsored NBC and other programs were thrown out to make way for the news job. To use premium time for the reading of all station schedules, in such a contingency, constitutes devotion to public interest beyond ordinary call.

We salute WDAF and Manager Fitzer for magnificent performance in the finest radio tradition.

## Our Respects To—

**LESLIE CLIFFORD JOHNSON**

WHEN large metropolitan stations offer excellent programs within anybody's dialing distance, a radio station in a city of 50,000 must try something more effective than imitation. The main goal of such a station should be community service through programs of local interest.

That's the philosophy of Leslie C. (Les) Johnson, vice president and general manager of WHBF Rock Island, Ill., 5 kw fulltime outlet on 1270 kc.

"Chicago stations, 175 miles from Rock Island, have greater facilities for programs of national interest, but they can't be of special service to Rock Island," said Mr. Johnson. "That is why we emphasize home-grown programs and local color."

WHBF is owned and operated by Rock Island Broadcasting Co., which is affiliated with *The Argus*, Rock Island's 95-year-old daily newspaper. Manager Johnson had 25 years of newspaper reporting, editing, and advertising and publishing experience before he entered radio.

WHBF has concentrated on news, because, according to Mr. Johnson, "in the news field, radio is a natural complement to the newspaper. They are not competitive, but help each other."

Born in Rock Island March 12, 1897, Les Johnson began his newspaper career as a high school reporter for *The Argus* in 1914 and 1915, doubling at the same time in football under the name of "Toughy" Johnson, quarterback. Both came easy for him, and he thought selling books would be a breeze, as promised by a crew manager. Other book salesmen were growing rich, so it seemed, but young Johnson sold nothing.

Broke and hungry, he finally found a woman in Indianapolis who wanted a set of books but who had only 90 cents in cash. He took that as a down payment, bought an egg sandwich and resolved to succeed. He did well in Indianapolis and thereafter managed to eat regularly.

Some of Mr. Johnson's friends among the book salesmen were students at James Millikin U., Decatur, Ill. They inspired him to enroll there. He earned his way through two years of college and played on the varsity football team.

After a year as a reporter for the *Decatur Review* and a year on *The Argus*, he became editor-manager, secretary-treasurer of the Democrat Publishing Co., later the *Mercer County News*, weekly newspaper and job printing plant at Aledo, Ill., 1919-'28. During that time he also was Mercer county circulation manager and news editor of *The Argus*.

He returned to *The Argus* staff as advertis-

(*Continued on page 52*)

## THE NEIGHBORS LISTEN TO THESE NEIGHBORLY PROGRAMS OVER

# WOAI

People don't just listen casually to the dozens of local shows over WOAI, the powerful clear channel station of San Antonio and the Southwest . . . no, they feel a warm, personal friendship for the performers. They're home folks—neighbors.

Take Red River Dave, known far and wide for his singing and "geetar" playing, or Lou Emerson, who brings Songs of Home to early risers at 5:45 a. m. daily, or Billy Triggs with well-loved hymns an hour later, or the Texas Tophands, famous recording cowboy band. Why, folks in Texas don't think of them as just radio performers—they feel like they're "part kin" to "em."

The singers and musicians on "Once Over Brightly" bring new tunes and old ones, friendly chatter and comment and famous people visiting in San Antonio to a whale of a big audience at 8:30 every morning. Other local, live, *listened* to programs on WOAI include "Melody for Two" with Libby Hale and George Gilbert; the Old Spanish Trail with South of the Border songs and rhythms; and Radio Rodeo on Saturday morning. This is when all of the WOAI artists get together for a real musical "hoe down."

Saturday morning also brings a couple of shows cut to fit the younger set of the range country: "Junior Jamboree," presided over by two high school jive bands, has hot records spiced with news of sports, clubs and other activities sent in by high schools all over this section. It hits the jackpot with the jitterbugs. Then there's the Kiddie Club, Marjorie Hart's league for the little 'uns of 6, 7 and 8 years. They eat up her extra-special songs, jingles and games.

We could list a lot of other WOAI exclusives but does this give you a general idea of why we're all neighbors? We admit—it's a gift to bring the folks their own kind of music, singing and talking. *It's a gift—and WOAI has it!*

**WOAI**
*San Antonio*

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

**50,000 WATTS *Clear* CHANNEL**

## Respects

(Continued from page 50)

ing salesman in 1929, and a year later was promoted to advertising manager. On Jan. 1, 1939, he became vice president and general manager of the Rock Island Broadcasting Co., which six years earlier had bought WHBF, established in 1925.

Mr. Johnson had long been familiar with the station's problems and possibilities, for he had assisted in an advisory way in its purchase. "We visited a number of radio stations, especially those affiliated with newspapers, to inquire about the future of radio," he recalls. "Everywhere the picture was gloomy. All the station owners said they were losing money, but none was willing to sell. That convinced us."

During the nearly eight years Mr. Johnson has directed WHBF, many improvements have been made. The broadcasting company early in the war bought a former bank building in the heart of downtown Rock Island as a site for a new home. As soon as building conditions permit, the company plans to erect an office and store building on the site reserving two floors for WHBF studios. The station expects to be in the forefront in FM and television.

Mr. Johnson is an enthusiastic civic worker. He is past president, director and a former vice president of the Rock Island Chamber of Commerce. He was chairman of the Rock Island County War Bond publicity committee. He is a director and former campaign manager of the Rock Island Community Chest, and for eight years has headed the chest's publicity committee. He is a director of the Rock Island Chapter, American Red Cross, and has done outstanding work as a member of the Citizens and Depositors Committee of the Rock Island Bank & Trust Co.

He is chairman of the standing Rock Island Plans Committee. In 1940 he supervised the U. S. census in the 14th Illinois Congressional district.

Mr. Johnson is a 32d degree Mason, member of both the Elks and Odd Fellows lodges, the Rock Island Arsenal Golf Club, National Press Club and associate member of the Radio Correspondents Assn., Washington. His fraternity is Sigma Alpha Epsilon.

A member of Trinity Episcopal Church, Rock Island, Mr. Johnson has been a vestryman for the last 10 years. Since 1941 he has been chairman of the church finance committee.

Mr. Johnson has never sought political office, but has been active in local and state politics for several years. He served the late Gov. Henry Horner of Illinois as campaign advertising director from 1932-38, handled advertising for Sen. Scott W. Lucas (D.-Ill.) in 1938 and placed copy for several Illinois Supreme Court justices.

In broadcasting Mr. Johnson gets around. He wants to know how the other fellow operates. He's a good mixer, enjoys talking shop. Mr. Johnson is serving his second two-year term as NAB District 9 director (southern and eastern Wisconsin and all of Illinois). He also is a member of the FM Executive Committee of NAB.

Mr. Johnson is married, has two children, Marilyn, who was graduated from the U. of Iowa last spring, and a son, Robert, 17, senior in the Rock Island high school.

His hobbies are golf and fishing —he says for publicity purposes— but his close friends will tell you that Les Johnson likes to work with his hands. His ambition is to develop a complete machine and tool shop in the basement of his home, where he likes to putter.

**HATS ARE LIKE HOOPERS!**

"The Case of the Missing Hat" proved recently what our Hoopers (6.5-6:15 to 6:30 portion) keep telling us about KQV's Newsreel program. When editor Bill Burns told listeners about a WAC on furlough losing her only WAC hat, over 150 people 'phoned her, offering replacement of the scarce item. Ample proof that the Newsreel, like so many KQV shows, has not only a *big* audience but a *responsive* one too!

**KQV** PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network · Natl. Reps. WEED & CO.


# ALLIED ARTS

**RICHARD G. LANCASTER** of C. E. Hooper Inc., Chicago, has been transferred to the firm's New York office where he is working more directly with the management and sampling consultants on sample distribution in connection with station and network audience reports.

**VICTOR C. STEPHENS,** former secretary-controller for the General Instrument Co., Elizabeth, N. J., has been appointed controller of the Emerson Radio and Phonograph Corp., New York.

**GEORGE HULSE** has been appointed as assistant to the general purchasing agent of Philco Corp., Philadelphia. **WILSON OELKERS** is new purchasing agent of the radio division with **WILLIAM CHAFFEE** named purchasing agent of the refrigerator division.

**INTERNATIONAL MEDIA Corp.,** New York, and its affiliated Broadcasting Program Service and Radio Press Service have moved to larger quarters at 425 5th Ave. Telephone: Murray Hill 4-6474.

**CLUB BOYAR,** new private club with large membership from radio industry, has been opened at 58 E. Delaware, Chicago. Membership is restricted to industrial, professional and advertising groups. Club has a television room which also features FM and AM. Board of directors includes **J. C. FLANIGAN, J. L. Flanigan Co.; W. J. HALLIGAN,** president of Hallicrafters Co.; **J. PATRICK LANNAN,** president of Kneeland Co., and **WALTER H. DYER,** former sales manager of the auto radio division of Zenith Radio Corp.

**DAVID F. BOOTH** has been appointed district representative for General Electric radio receivers in the southwestern district. His headquarters will be at Dallas, Tex. He joined GE last November as a salesman.

**EDWARD SARNOFF,** son of **BRIG. GEN. DAVID SARNOFF,** president of RCA, and Jean Brown of Scarsdale, N. Y., were to be married Jan. 26 in Scarsdale. The couple will reside in Hartford, Conn., where Mr. Sarnoff is associated with Radio and Appliance Distributors.

**MICHAEL L. DAVIDSON,** eastern secretary of the Radio Writers Guild, is recuperating this week at the Beth Israel Hospital, New York, from the flu.

**MASPETH TELEPHONE AND RADIO Corp.,** New York, has opened a new office at 427 Flatbush Ave. Extension, Brooklyn, from which sales and distribution of telephone and radio equipment will be handled. **PHILIP KRIEGER** and **SHEPPARD BEIDLER,** consulting radio engineers, are in charge of operations.

**JANE BARTON,** New York public relations advertising consultant, is writing a weekly radio column, "Radio Rowming," for the Veterans Journal and Passaic (N. J.) Towne Record.

**ADRIAN DeWINDT,** former partner in Strauss-Davies-DeWindt Adv., Philadelphia, has joined the Motor Parts Co., Philadelphia distributor of Columbia records and Zenith radios, as record promotion manager.

**MORTON GELLARD,** radio sales manager for 13 years for Raymond Rosen & Co., Philadelphia distributor of RCA Victor records and radios, has resigned to establish a radio sales business of his own.

### News Events Reviewed

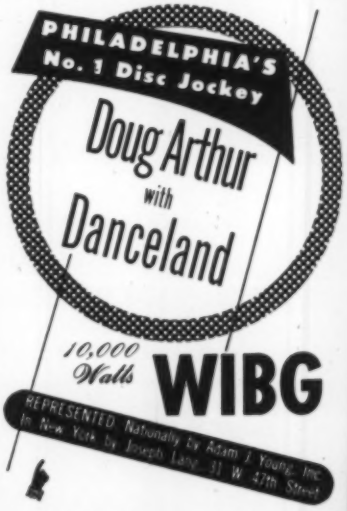
DRAMATIZATIONS of major news events of the past 25 years composes pattern of new ABC sustainer which started Jan. 23 in Thurs. 9:30-10 p.m. period. Titled "That Was the Year," series features Quin Ryan as commentator with musical background of Rex Maupin's orchestra.

## American Network Shows Hold High Canada Rating

AMERICAN NETWORK programs continue to be most popular with Canadian listeners, judging by December national ratings of Elliott-Haynes Ltd., Toronto, released on Jan. 13. *Charlie McCarthy* heads list of evening programs with a rating of 38.7, followed by *Fibber McGee and Molly* 37.6, *Radio Theatre* 36.9, *Ozzie and Harriet* 27.9, *Amos and Andy* 25.8, *Fred Allen* 24.9, *Album of Familiar Music* 21.5, *NHL Hockey* (Canadian program) 21.3, *Waltz Time* 21.2, and *Bob Hope* 20.6.

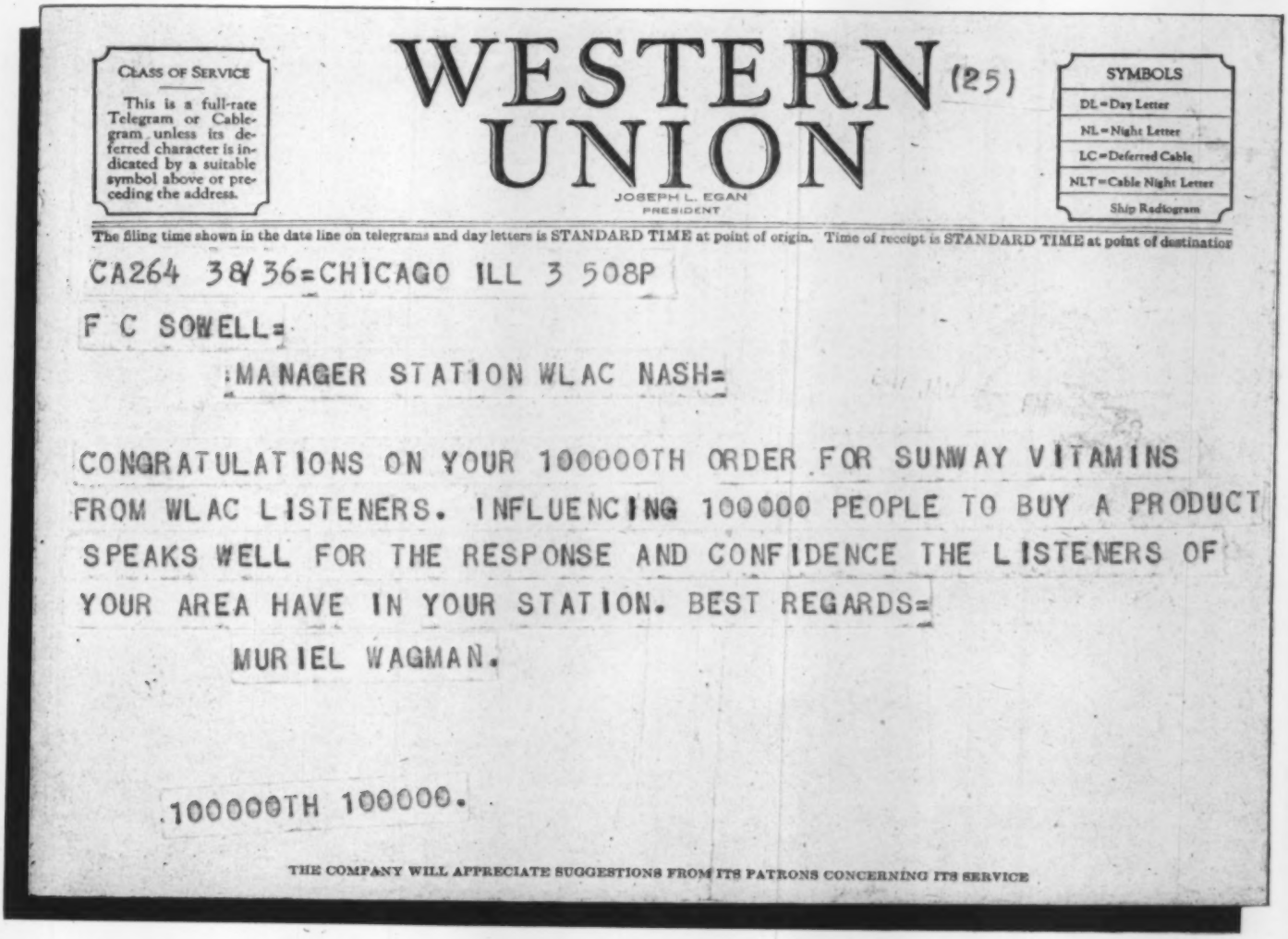
English language daytime programs during December were led by *The Happy Gang* (Canadian program) 19.0, *Ma Perkins* 18.4, *Big Sister* 17.0, *Pepper Young's Family* 16.8, and *Life Can Be Beautiful* 15.4.

Five leading French-language evening programs in December were *Enchantant dans le Vivoir* 40.9, *Un Homme et son Peche* 40.4, *Le Ralliement du Rire* 38.4, *Radio Carabins* 34.6, and *Le Tourbillon de la Gaiete* 34.5. Leading French-language daytime shows were *Jeunesse Doree* 25.1, *Rue Principale* 23.2, *Les Joyeux Troubadours* 21.3, *Vie de Famille* 18.6, and *Tante Lucie* 18.2.

# 100,000 ORDERS

## *of $1 or more* ... and still going strong!*



CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION (25)

JOSEPH L. EGAN
PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

CA264 38/36=CHICAGO ILL 3 508P

F C SOWELL=

:MANAGER STATION WLAC NASH=

CONGRATULATIONS ON YOUR 100000TH ORDER FOR SUNWAY VITAMINS FROM WLAC LISTENERS. INFLUENCING 100000 PEOPLE TO BUY A PRODUCT SPEAKS WELL FOR THE RESPONSE AND CONFIDENCE THE LISTENERS OF YOUR AREA HAVE IN YOUR STATION. BEST REGARDS=

MURIEL WAGMAN.

100000TH 100000.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

**An average of 554 orders per week for 182 weeks.*
*Time of broadcast, 6:45 a.m., across.*

**50,000 WATTS**

CBS

**WLAC**
**NASHVILLE**

Represented by the
PAUL H. RAYMER COMPANY

**"GATEWAY TO THE RICH TENNESSEE VALLEY"**

# AGENCIES

**RALPH A. HART,** radio director of Harry Feigenbaum Adv., Philadelphia, and **LEON GREENFIELD,** art director at the agency have formed their own agency at 1700 Walnut St., Philadelphia.

**IRV ROSNER** is to leave the Cox & Tanz Agency, Philadelphia to become radio director of Feigenbaum firm. He was a member of the agency's radio department before he left for the armed forces.

**JOHN W. ROSS,** who during the war had charge of the OWI domestic radio unit in San Francisco, has opened an advertising and public relations agency in that city with offices in the Flood Bldg.

**MAC L. OLDS,** former advertising manager of Harper Megee Co., Portland, Ore., has joined Adolphe L. Bloch Adv., that city, as account executive.

**ROBERT A. McINNES,** formerly producer of Wade Adv., Los Angeles, has been appointed public relations director of Mission Dry Corp. (citrus fruit juices), that city.

**TED STIRLING,** formerly of Times-Mirror Co., has been appointed production manager of BBDO Los Angeles.

**ROBERT C. WILSON,** account executive, has been named partner of The Tolle Co., San Diego, Calif., agency which recently changed name from Allied Business Builders.

**WILLIAM THORNILEY,** formerly of Puget Sound Black Ball Ferry Lines, has joined J. Walter Thompson Co., Seattle, as account executive, and is handling cooperative advertising of Pacific Northwest Ford Dealers.

**DON MACK,** former advertising manager of Weber Showcase and Fixture Co., Los Angeles, has opened his own agency at 7250 E. Slauson Blvd., that city, under name of Don Mack Adv. Besides Weber Showcase and Fixture Co., accounts include Refrigeration Engineering, Sandee Muffler Co., Thermal Products Co. and Rose Electro Therapy Mfg. Co.

**JOHN BATES,** radio director of J. M. Mathes Inc., New York, is in Hollywood for two weeks.

**RAMSEY S. OPPENHEIM,** general manager of Western Advertising, Pacific Coast business publication, retires from firm effective Feb. 1 to become vice president and San Francisco manager for Short & Baum, Portland, Ore.

**PHYLLIS CUNNYNGHAM,** formerly in copy department of Gotham Adv., New York, has joined Street & Finney, that city, in similar capacity.

**FRED GARDNER,** former account executive and merchandising and marketing specialist for McCann - Erickson, York, last week announced formation of his own advertising agency to be known as the Fred Gardner Co. New company will be located at 425 E. 86th St., New York. Mr Gardner has also been with Buchanan & Co., Sherman K. Ellis Inc., Benton & Bowles and Geyer, Cornell & Newell.

Mr. Gardner

**VERNON DELSTON,** radio writer, has been named radio consultant of Seymour Kameny Assoc., New York.

**JAMES M. CECIL,** president of Cecil & Presbrey, New York, has been appointed general chairman of the Red Cross 1947 Fund of Greater New York.

**RUSSELL MITCHELTREE,** formerly with Lawrence Fertig & Co., New York, and prior to that copy chief of the New York office of Maxon Inc., has been appointed vice president in charge of plans and copy at Henry L. Davis Co., New York.

**ALBERT E. VAN WAGNER,** former assistant advertising manager of Interchemical Corp., New York, has joined the copy department of St. Georges & Keyes, New York.

**TAYLOR S. CASTELL** has resigned as vice president of the Kenyon Research Corp., New York, a subsidiary of Kenyon & Eckhardt, New York, to become president of the Retailers' Advertising Service, New York, a new organization which will begin operation about March 1. The new company will provide advertising programs for independent stores and will function as a link between manufacturers and retailers in local promotions.

**ROBERT R. WARRINER,** former research department manager of Lennen & Mitchell, New York, has joined Fuller & Smith & Ross, that city, in similar capacity.

**BOB STERN,** formerly of Brandt Assoc., Chicago, has been made account executive of Lon Kaufmann Adv., newly organized, with offices at 1511 Cahuenga Blvd., Hollywood. Telephone is Granite 2975.

**BEN POTTS,** formerly with N. W. Ayer & Son and prior to that with McCann-Erickson, has joined the radio department of Federal Adv., New York, as asistant to **FRANK BARTON,** radio director.

**ORR SCOPPETONE,** former manager of the Latin American radio department of J. Walter Thompson Co., New York, has joined the foreign advertising department of William R. Warner & Co., New York.

**JOHN HERTZ Jr.,** chairman of the board of Buchanan & Co., New York, was in Washington last week to confer with government officials. Object of discussions is to gain information on general business prospects for 1947 and to analyze current economic trends.

**GEORGE McGARRETT,** radio supervisor and contact man on the Celanese Corp. of America account for Young & Rubicam, New York, has resigned to join Foote, Cone & Belding, New York, as an account executive on the American Tobacco Co. account.

**CHET A. ETTINGER Jr.,** former director of art and production of Mort Duff Agency, Omaha, and Navy veteran, has joined Joe H. Langhammer & Assoc., Omaha, as account executive.

**FAIRFAX CONE,** chairman of executive committee of Foote, Cone & Belding, Chicago, is in Hollywood for two weeks.

**EMIL BRISACHER,** president of Brisacher, Van Norden & Staff, San Francisco, is in New York on client business.

**NORMAN WEINER** has opened his own agency under name or Norman Adv. at 233 S. Broadway, Los Angeles.

**SAM KAUFMAN** advertising director of Bozell & Jacobs, Minneapolis, Feb. 1 becomes manager of firm succeeding **TOM HASTINGS,** resigned.

**JOHN DRISCOLL,** story editor of BBDO Hollywood on NBC "Cavalcade of America," has been named technical advisor on MGM filming of "The Hucksters."

**ROBERT FORSHEW,** commercial copy writer of N. W. Ayer & Son, Hollywood, on CBS "Durante-Moore Show," is currently in New York.

**CARLTON ALSOP,** Hollywood producer of Kaster, Farrell Chesley & Clifford on NBC "Don Ameche-Drene Show," and Sylvia Sidney, stage and film actress, have announced their engagement.

**HAL R. MAKELIM,** president of Makelim Assoc., Chicago, and client **ROBERT T. ANDERSEN,** president of Ready-to-Serve Frozen Foods, San Luis Obispo, Calif., are in larger mid-west and eastern markets for four weeks completing plans for national distribution of frozen food products.

**MADELINE BUTLER,** copy writer of Pardee, Cash & Assoc., Hollywood, suffered pelvic fracture in auto accident Dec. 27 and is on leave until May. **ALICE GARDNER,** also agency copy writer, injured in boat accident Jan. 3, will be away from her desk for a month.

**MILDRED FLUENT,** previously account executive of Robert F. Dennis Inc., Los Angeles, has joined Abbott Kimball Co., that city in similar capacity. **NANCY DINSMORE,** agency assistant publicity director, has been made junior account executive. **JERRY MAY OHLHOFF** has joined agency as traffic manager.

**MARGARET SLANEY,** formerly of Harry E. Foster Agencies, Toronto, has joined Stewart-Lovick, Toronto, as timebuyer and production manager.

**JOHN S. FINN** has been promoted to head the media and research departments of Walsh Adv., Windsor, Ont.

**H. P. KELLEY,** recently out of the Canadian Army, has been appointed vice president of Russell T. Kelley Ltd., Hamilton, Ont.

**STEWART-LOVICK,** Vancouver, B. C., has opened an office at Winnipeg with **EWART G. MACPHERSON** as partner and vice president of the firm. This marks the fifth office for the firm which started in Vancouver in 1935 and now also has offices in Toronto, Calgary and Edmonton, Alta. Agency plans to open offices at Montreal and Regina.

**WYNN MACK RAINBOLT Jr.** has been appointed associate copy director of Young & Rubicam, New York. He recently was with creative group specializing on war bond work of U. S. Treasury. Prior to that he was with Y & R's research and copy departments.

**LEE-MUIRON ROUSSEAU,** formerly in charge of new business at Charles Dallas Reach Co., Newark, N. J., and **JAMES E. JUMP,** formerly an associate with Robert Heller & Assoc., Cleveland, consulting management firm, have formed Market Research and Advertising with offices at 17 E 42nd St., New York.

**FRANKLYN W. DYSON,** former account executive at Roy S. Durstine Inc., New York, has joined Moore & Hamm, New York, in similar capacity.

**STU SMITH** has been appointed temporary manager of Toronto office of Canadian Adv. to succeed the late **R. W. ASHCROFT.** Mr. Smith was formerly with Young & Rubicam, Toronto.

**BARNEY ROSS,** former boxing champion, has returned to Blackstone Co., New York, in charge of clients, after a prolonged illness.

**JOSEPH McLAUGHLIN,** former publicity director for the Democratic City Committee, Philadelphia, has joined Thomas LaBrum Adv., Philadelphia.

## Coca-Cola Hiatus

COCA-COLA Co., Atlanta, which is canceling its MBS Morton Downey program on MBS Jan. 31, and last fall discontinued its *Spotlight Bands* programs on MBS, will return to network broadcasting when assured that the present sugar shortage is over, it was reported last week. The firm intends to sponsor both a network nighttime and daytime show, featuring its current star, Morton Downey. As of last week no contracts had been signed by the soft drink firm with any network. Agency for Coca Cola is D'Arcy Adv., New York.


**WNBF**

**BINGHAMTON, N. Y.**

*takes pleasure in announcing the appointment of*

**The Bolling Company Incorporated**

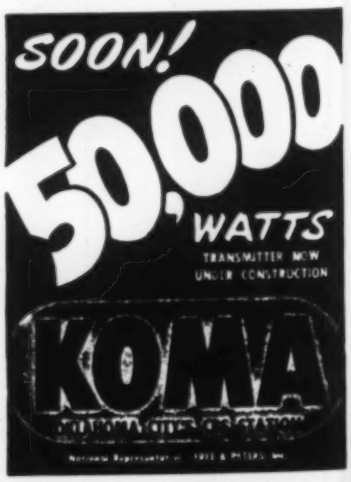
NEW YORK
480 Lexington Avenue
Plaza 9-8150

CHICAGO
360 N. Michigan Avenue
Dearborn 5277

*as exclusive national representative*

**Effective February 1, 1947**





# "Y'all oughtta be on the radio"

A blue-jeaned guitar strummer hears neighborly praise... and reckons it's so. Ambling down from the Great Smoky Mountains or across the Piedmont Plateau, he heads for 50,000-watt WBT—*talent headquarters for the Carolinas.*

For more than a quarter-century the wealth of talent in North and South Carolina has been funneling into WBT. Because people *know* that WBT has a knack of spotting unknowns with promise and helping them to national prominence.

Carolinians remember it was WBT that launched Lansing Hatfield and Norman Cordon on operatic careers that led to the stage of the "Met"... that Skinnay Ennis, John Scott Trotter, and The Golden Gate Quartet got their first big break at WBT... that Johnny Long and Kay Kyser first drawled into a WBT microphone.

Thanks to this flair for discovering stars, WBT gets its pick of the area's performers. The WBT audience hears the best in Southern radio. And WBT advertisers meet—and beat—sales quotas for the Carolinas.

**WBT**

The South's Pioneer Station
Jefferson Standard Broadcasting Co.
Charlotte, 50,000 watts, CBS

REPRESENTED BY RADIO SALES,
THE SPOT BROADCASTING DIVISION OF CBS

# ACTIONS OF THE FCC

JANUARY 17 TO JANUARY 23

## Jan. 17 Decisions . . .

BY COMMISSION EN BANC

**AM—950 kc**

**KWAT Watertown, S. D., and Tri-State Bcstg. Co., Sioux Falls, S. D.**—Designated for hearing application to change operating assignment of KWAT from 1240 kc, 250 w, unlimited, to 950 kc, 1 kw; change transmitter site, install new transmitter and install DA for night use, in consolidated proceeding with application of Tri-State Bcstg. Co. for new station on 950 kc, 5 kw, unlimited, DA day and night.

**AM—1400 kc**

**Community Bcstg. Co., Erie, Pa.**—Designated for hearing application for new station on 1400 kc, 250 w, unlimited, in consolidated proceeding with applications of Times Pub. Co. and Erie Bcstg. Co., and orders designating latter two applications for hearing were amended to include Community Bcstg. Co. application.

**AM—1340 kc**

**Clearwater Radio Broadcasters, Clearwater, Fla., and Lyle Van Valkenburgh, St. Petersburg, Fla.**—Designated for hearing in a consolidated proceeding application of Clearwater Broadcasters with application of Lyle Van Valkenburgh, both requesting new stations on 1340 kc, 250 w, unlimited.

**AM—1240 kc**

**Radio Bluefield Co., Bluefield, W. Va.**—Designated for hearing application of Radio Bluefield Co. for a new station on 1240 kc, 250 w, unlimited time in consolidated proceeding to be held Jan. 29 at Bluefield, on applications of Pocahontas Bcstg. Corp., The Bluefield Bcstg. Co., and Odes E. Robinson; and ordered that Commission's orders designating these latter three applications for hearing, be amended to include application of Radio Bluefield Co.

**AM—1430 kc**

**WIL St. Louis**—Designated for hearing application of WIL to change operating assignment from 1230 kc, 250 w, unlimited time, to 1430 kc, 5 kw unlimited; change transmitter site, install new transmitter and DA for day and night use, in consolidated proceeding to be held Jan. 29 in Washington, on applications of Southern Ill. Bcstg. Co., Metropolitan Bcstg. Corp., and Belleville News-Democrat, and the Commission's orders designating these latter three for hearing were amended to include WIL's application.

**AM—1480 kc**

**KTBS Shreveport, La.**—Granted consent to voluntary assignment of license of KTBS from John C. McCormack, et al to Allen D. Morris, Prentiss E. Furlow and Geo. D. Wray Sr., d/b as Radio Station KTBS, for consideration of $134,000, growing out of retirement of one of original four partners. (Comrs. Durr and Walker voting for hearing.)

**AM—1190 kc**

**WLIB Brooklyn, N. Y.**—Granted modification of license to move main studio from Brooklyn to Manhattan.

**AM—1240 kc**

**Gene Burke Brophy, Nogales, Ariz.**—The Commission rescinded its action announced Jan. 16 and set aside grant for new station, 1240 kc, 250 w, unl.

**Proposed Decisions:**

**Danville, Ky.**—Commonwealth Bcstg. Co. for station on 1230 kc provided applicant file application for use of 250 w (present application specifies 100 w), unlimited time. At same time Commission proposes to deny application of Danville Bcstg. Co. seeking same frequency with 250 w at Danville.

**Newnan, Ga.**—Newnan Bcstg. Co., 1300 kc, 1 kw, unlimited, DA for night use. At same time Commission proposed to deny application of Volunteer State Bcstg. Co. for new station at Nashville, Tenn., 1300 kc, 5 kw, unlimited, DA for night use. However, Commission conclusion stated that if, on or before Feb. 1, Volunteer State Bcstg. Co. can show that a local broadcast facility is available for use by Newnan Bcstg. Co. at Newnan, Ga., the Commission will consider granting such facility to Newnan Bcstg. Co. in lieu of proposed grant, and granting the instant application of Volunteer State Bcstg. Co.

**Grass Valley, Calif.**—'49er Bcstg. Co., 1400 kc, 250 w, unlimited; denial of application of Town Talk Bcstg. Co. seeking same facilities.

## Jan. 17 Applications . . .

ACCEPTED FOR FILING

**AM—1490 kc**

**WMDD Fajarde, P. R.**—Modification of CP which authorized new standard station for approval of antenna, for approval of transmitter location and to change studio location.

**AM—1590 kc**

**WBRY Waterbury, Conn.**—Modification of CP as modified, which authorized increase in power, installation of new transmitter and change DA for day and night use, for extension of completion date.

**TV—Commencement Date**

**WWBT Baltimore**—Modification of CP which authorized new commercial television station, for extension of commencement and completion dates.

**AM—1150 kc**

**WCOP Boston, Mass.**—Modification of CP which authorized moving main transmitter, and installation of composite 5 kw amplifier to be operated as auxiliary transmitter with power of 5 kw, employing DA day and night, for extension of completion date.

**AM—1010 kc**

**WINS New York**—Modification of CP as modified, which authorized increase in power, installation of new transmitter and change in DA for day and night use, for extension of completion date.

**TV—880—900 mc**

**CBS New York**—License to operate an experimental television broadcast station on 880-900 mc, power of visual 25 w (peak) and emission visual A5.

**AM—1090 kc**

**WMUS Muskegon, Mich.**—Modification of CP as modified, which authorized new standard station, to make changes in vertical antenna and mount FM antenna on top of AM tower.

**AM—800 kc**

**WCHA Chambersburg, Pa.**—Voluntary transfer of control of licensee corporation from Rello Oller to C. M. Cassel, T. K. Cassel and J. S. Booth. (75 shares, 51%).

**AM—1230 kc**

**WCRO Johnstown, Pa.**—Modification of CP which authorized new standard station, for approval of antenna and for approval of transmitter and studio location.

**AM—860—kc**

**WFHG Bristol, Va.**—License to cover CP as modified which authorized new standard station, to specify studio location and authority to determine operating power by direct measurement of antenna power.

**AM—1490 kc**

**WSIR Winter Haven, Fla.**—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

**AM—1450 kc**

**KSIG Crowley, La.**—Modification of CP which authorized new standard station, for approval of antenna and transmitter location and change studio location.

**AM—1490 kc**

**WMNC Morganton, N. C.**—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter for approval of transmitter and studio locations.

**AM—1230 kc**

**WNOK Columbia, S. C.**—License to cover CP as modified, which authorized new standard station, authority to determine operating power by direct measurement of antenna power.

**AM—1240 kc**

**WKDA Nashville, Tenn.**—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

**AM—1490 kc**

**KHUZ Borger, Tex.**—License to cover CP as modified, which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

**AM—1560 kc**

**WBYS Canton, Ill.**—Modification of CP which authorized new standard station, for approval of antenna, for approval of transmitter location and specify studio location.

**AM—1020 kc**

**WMMJ Peoria, Ill.**—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

**AM—1090 kc**

**WFTW Fort Wayne, Ind.**—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

**AM—1490 kc**

**KICO Calexico, Calif.**—Modification of CP as modified which authorized new standard station, to make changes in antenna and change type of transmitter.

**AM—1450 kc**

**KTIP Porterville, Calif.**—License to cover CP as modified, which authorized new standard station, and authority to determine operating power by direct measurement of antenna power.

**AM—1230 kc**

**KLAS Las Vegas, Nev.**—Modification of CP which authorized new standard station, for approval of antenna, and for approval of transmitter and studio locations.

**AM—910 kc**

**KVAN Vancouver, Wash.**—Special service authorization to operate on 910 kc, 500 w day and night for the period ending in no event later than May 1, 1947.

**Renewal Applications**

**WFIG Sumter, S. C.**—License renewal, standard station.

**W3XEP Camden, N. J.**—License renewal, RCA experimental television station.

**Applications Dismissed:**

**Charlotte Bcstg. Co., Charlotte, N. C.**—CP for new standard station, 1150 kc, 1 kw and daytime. Request of attorney.

**Tendered for Filing:**

**Beloit Bcstrs., Inc., Beloit, Wis.**—CP for new standard station, 1380 kc, 1 kw daytime.

**Dr. Francisco A. Marquez, Aguadilla, P. R.**—CP for new standard station, 550 kc, 1 kw unlimited.

**Bear State Bcstrs., Van Nuys, Calif.**—CP for new standard station, 1490 kc, 250 w unlimited.

**Neal W. Welch, North Adams, Mass.**—CP for new standard station, 940 kc, 1 kw daytime.

## Jan. 20. Decisions . . .

BY COMMISSIONER WALKER

**Radio Peoria, Peoria, Ill.**—Granted petition to dismiss without prejudice application for CP.

**Mid-State Bcstg. Co., Peoria, Ill.**—Commission, on its own motion, removed application from hearing docket.

**Northwestern Ind. Bcstg. Co., Fort Wayne, Ind.**—Granted petition for extension of time within which to file an answer to petition for reconsideration filed Dec. 16 by Fort Industry Co., Toledo, and time was extended to and including Jan. 10.

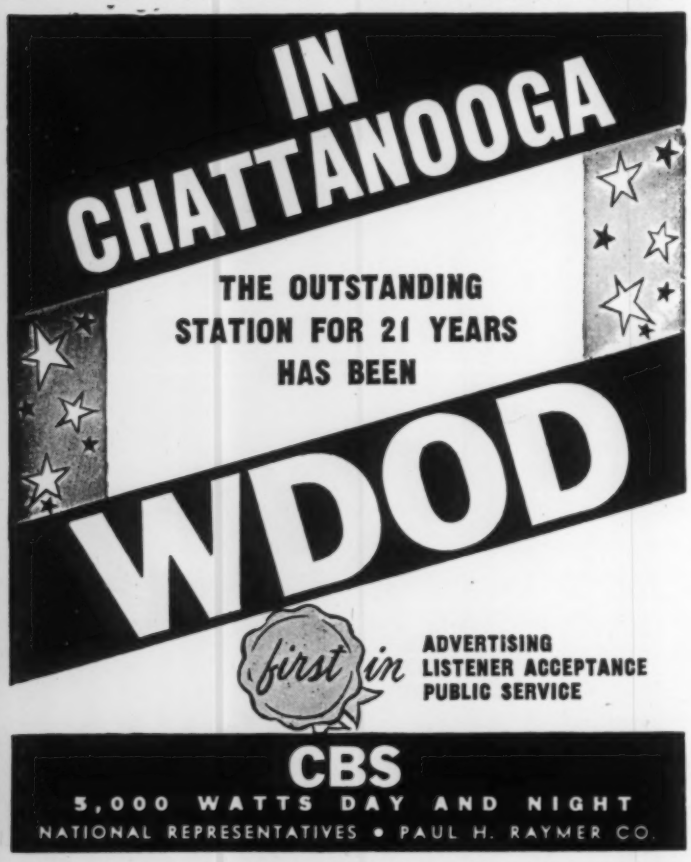
**Paul Brake, Miami, Fla.**—Granted petition for leave to intervene in the hearing on application of Lake Worth Bcstg. Corp.

**Lake Worth Bcstg. Corp., Lake Worth, Fla.**—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

**Coastal Bcstg. Co., Lakeland, Fla.**—Granted petition for leave to amend

*(Continued on page 60)*

*"I hate WFDF Flint for broadcasting 'Gang Busters'."*

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

*Gosh! Those Good WMT Programs Won't Even Let Us Take a Bath!*

**Pull Out Plug**

DEAN LANDFEAR of WMT Cedar Rapids is ready to believe the often-heard remark that anything can happen to a disc jockey. And here's why. In an overcrowded rooming house in Iowa City a fellow was parking over-long in the community bath tub while he enjoyed Dean's platter show. The gent next in line found knocking on the bathroom door of no avail and, in desperation, put through a long distance call to Dean and pleaded with him to ask the bath tub squatter to scram. Dean relayed the request via WMT and the portable radio in the bathroom. Result: the tub loafer took the hint and scrammed.

*from Broadcasting, Jan. 6*

# ...another CBS-WMT "Bath Tub Stopper-Upper" that makes WMT No. 1 Station in Eastern Iowa

Evidently it's true that some people *never* stop listening to WMT . . . but, we *do* know that more people* in Eastern Iowa listen to WMT than to any other station. 101 good reasons are those good, good CBS programs that entertain exclusively via WMT. Have you a client who would like to sell this great "custom-made" audience with the nation's highest per capita buying income**? Get the facts now and get on WMT. Our story is a big one to tell—an important one to hear.

**Contact Your Katz Agency Man At Once!**

*Member of the*
**MID-STATES GROUP**

* 1,131,782 people within its 2.5 MV line.

** 1946 Sales Management Index: $4,824 per family.

# PRODUCTION

**HAROLD GOLD**, former district reporter with the New York Herald Tribune, has been appointed MBS copy chief succeeding **JACK DOYLE** resigned. Previous to his association with the Herald Tribune Mr. Gold was sports announcer on WAAT Jersey City.

**HARRY R. LUBCKE**, director of television for Don Lee Broadcasting System, addressed Southern California Music Trades Assn. Jan. 23 on "Television Today In Southern California."

**WALTER LUREY**, MBS New York head of program development, is in Hollywood for two months for conferences on new programs to originate from West Coast.

**JIMMY NEWELL**, vocalist, replaces **ALLAN JONES** on ABC "Hollywood Music Hall" when latter starts four week concert tour on Feb. 10.

**ART GILMORE**, Hollywood freelance announcer, starts announcing course at U. of Southern California Feb. 10.

**M'LISS CASEY** of WDSU New Orleans continuity department has been named radio representative of Glamour magazine's "Career Council."

**E. B. (Buck) CANEL**, director of Latin American programs of the NBC International Division, flew to Mexico City Jan. 21 to do a series of broadcasts in connection with the 10-round exhibition bout between Joe Louis and Arturo Godoy to be held Feb. 5 in the Mexico City bull ring under the auspices of the Mexican government. While in Mexico Mr. Canel also will do a series of broadcasts for NBC concerning the political, social and economic aspects of the recently-inaugurated government of President Miguel Aleman.

**ALBERT R. MOZLEY**, formerly with public service department of NBC New York, and veteran of three years in the Army, has joined announcing staff of WLAT Conway, S. C.

**JOHN FLOOD**, assistant program director at WHBQ Memphis, has been elected to membership in Memphis Civitan Club, national organization which takes only one member from any given field or occupation in any community.

**AL GORDON**, night production manager of KFWB Hollywood, Jan. 16 married **JEAN KARASIN**, station receptionist.

**PAT CAMPBELL**, formerly of KCMO Kansas City, has joined WGN Chicago program department.

**RICHARD L. STEVENS** and **PAUL E. HERBOLD** have joined announcing staff of KYSM Mankato, Minn. Both are Navy veterans.

**DOYNE McREYNOLDS**, former announcer on WEOA and WGBF Evansville, Ind., and previously with WJOL Joliet, Ill., has returned to announcing staff of WJOL. Mr. McReynolds, who uses name of Greg Phillips on the air, will also m.c. record show, "Dancing Party." **JACK SWART**, WJOL staff announcer, has added "Man-on-the-Street" program to his regular duties.

**TITO LEITE, MARIO SILVEIRA** and **JUAN GUTIERREZ** have been added as writers-announcers to the international division of NBC.

**KENNETH MANSON**, former KVOA Tucson, Ariz., announcer-writer has been made assistant to **DOROTHY BROWN**, ABC Hollywood continuity acceptance editor.

**DICK CUTTING**, currently assistant director of public affairs in charge of special events for CBS Hollywood, resigns effective Feb. 1 to join KFAC Los Angeles as program director.

**CARMEN DRAGON**, musical director of CBS "Baby Snooks Show," is the father of boy born Jan. 6.

**PETER MERTONS**, KIRO Seattle announcer, is father of a girl.

**J. JOSEPH ROTHENBERG**, formerly with AFRS in Panama, has joined production staff of State Dept. International Broadcasting Division.

**HARVEY MARLOWE**, ABC executive television producer, Jan. 22 spoke on "Writing Comedy for Television" Wednesday evening at a gagwriting seminar held at Public School 17, 328 W. 48th St., New York, under the auspices of the National Laugh Week Foundation.

**TED FAIRBURN**, formerly with WJBC Bloomington, Ill., and WHAS Louisville, has been named program director of WLDS Jacksonville, Ill.

**R. S. LAMBERT**, supervisor of educational broadcasts of CBC Toronto, has returned to CBC national program office at Toronto after being on loan to the United Nations on educational work. He is scheduled now to visit CBC studios in western Canada.

**JACK WORMSER** has been assigned producer of "Hank McCune Show" on KFI Los Angeles.

**E. WARD CRANE**, continuity writer of WPEN Philadelphia, and Virginia Scheuch have announced their engagement.

**JIM REEVES** has replaced **AL TAYLOR** on the announcing staff of WCAU Philadelphia.

**DES KEARNEY**, former announcer of CKSF Cornwall, Ont., has joined the announcing staff of CKEY Toronto.

**ELISSA LANDI**, star of radio, stage and screen, has been added to staff of instructors at the New York City College School of Business, Evening and Extension Division. Miss Landi will instruct two sections in speech for radio and television.

**DOROTHY ALDRICH**, formerly with the Kansas City branch of the Phoenix Mutual Life Insurance Co. has joined the continuity department of KMBC Kansas City.

**DANNY LANDAU**, record m.c. at WHBC Canton Ohio, Feb. 8 is to marry Joyce Goodman of Cleveland.

**MICHAEL RAFFETTO**, who portrays Paul Barbour in NBC "One Man's Family," and **LOU KRUGMAN**, also a Hollywood radio actor, have feature roles in the Columbia picture "Assigned to Treasury."

**RICHARD L. BREEN**, San Francisco writer of ABC "Pat Novak For Hire," has been signed to a Paramount Pictures term writing contract.

**FRANK WILSON**, WRVA Richmond disc jockey, known to listeners to his *On the Record* show as "Jughead Jr.," is asking for contributions for the "March of Dimes" drive. Listeners who send contributions, receive above picture free.

## Vets' Video Course

COMPREHENSIVE video training courses are offered by American Theatre Wing Professional Training Program for Veterans for new semester starting Feb. 24. Part of a unit system of related subjects, the television curriculum includes a Television Seminar required for all enrollees in video training. Seminar is headed by Harvey Marlowe, ABC producer-director, and comprises weekly lectures given by guest speakers from the ABC and CBS video departments. Seminar is followed by a beginning production group, which writes, directs, acts and produces its own shows on leased video equipment. Following preliminary courses is a class in advanced production now putting programs regularly on NBC under the supervision of Edward Sobol, NBC producer, and Byron McKinney, Wing television head. Registration for the new term is to be held Feb. 14, 15, 17 and 18 for new students, with former students enrolling Jan. 27-31 or Feb. 3-7. Registration time is from 10 a. m. to noon, at Wing headquarters, 730 Fifth Ave., New York.

960

Paul H. Raymer Company Nat'l Rep.

WBRC

International News Service

NBC

NBC THE NETWORK MOST PEOPLE LISTEN TO MOST

5000 Watts Day

WBRC FIRST IN BIRMINGHAM SINCE 1925

5000 Watts Night

BIRMINGHAM, ALABAMA

INVEST YOUR AD DOLLAR WCKY s-ly

IN THE GREAT CINCINNATI MARKET

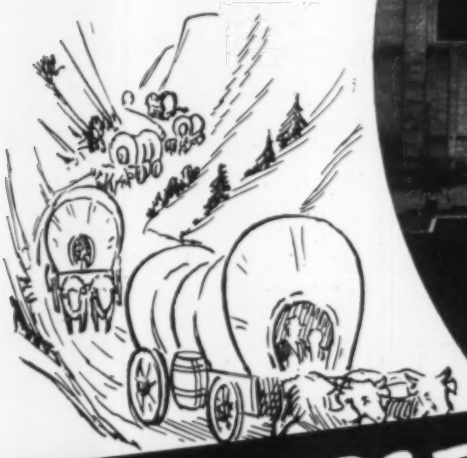
L. B. Wilson

WCKY

FIFTY THOUSAND WATTS OF SALES POWER

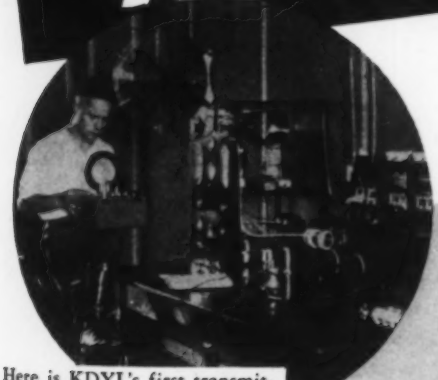
# 100 YEARS FOR UTAH.....

It's a great year for Utah . . . a statewide year-round celebration of the hundredth anniversary of its historic founding by people of courage and vision.



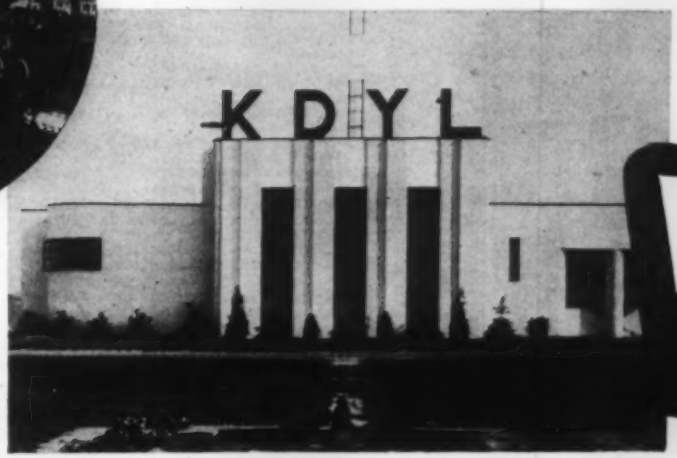
# 25 YEARS FOR KDYL

It's a great year for KDYL . . . the twenty-fifth anniversary of one of radio's pioneers — the station that brings the famous NBC Parade of Stars to Utah homes together with timely and interesting local features — the first station in the intermountain region to undertake experimental television broadcasting — the station where the art of showmanship wins listeners and benefits advertisers.



Here is KDYL's first transmitter, a crude assortment of wires and coils, but in 1922 it sent radio waves out over the air and pioneered a great new service to Utah homes.

Today this modern structure houses the finest transmitting equipment to be had, putting on the air the brilliant NBC network programs and local productions from KDYL's two downtown studios.




*For information and availabilities phone, wire or write*

**JOHN BLAIR & CO.**
**National Representative**

**KDYL**
SALT LAKE CITY
UTAH'S **NBC** STATION

## FCC Actions

*(Continued from page 56)*

### Decisions Cont.:

application, so as to specify 1230 kc instead of 1400 kc, etc. Amendment was accepted and application removed from hearing docket.

**KFDA Amarillo, Tex.**—Granted petition for leave to amend application, so as to specify operation with DA at night, etc. Amendment was accepted and application was removed from hearing docket.

**Capitol Bcstg. Co., Charlotte, N. C.**—Granted petition to dismiss without prejudice application for FM station.

**Enid Bcstg. Co., Enid, Okla.**—Granted petition for leave to amend its application, so as to show new transmitter site, revised engineering information, etc.

**Pittsburg Bcstg. Co., Pittsburg, Calif.**—Granted petition for leave to amend its application, so as to show new transmitter site; show revised DA arrays, etc.

**San Fernando Bcstg. Co., San Fernando Calif.**—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

**L. C. B. Inc., Lorain, Ohio**—Granted petition for leave to amend its application, so as to show current information on stockholders and directors.

**KOLA Bcstg. Co., Opelousa, La.**—Granted petition for continuance of consolidated hearing presently scheduled for Jan. 20 at Lake Charles and Jan. 21 at Opelousa, and continued said hearing to Feb. 26 at Lake Charles and Feb. 27 at Opelousa.

**Mountain Bcstg. Service, Princeton, W. Va.**—Granted petition for leave to amend its application, so as to substitute the corporation Mountain Service Bcstg. Service, for partnership Dewey J. Bailey, Harold P. Hunnicutt and Frank G. McKenzie, d/b as Mountain Bcstg. Service; to change paragraphs of application to show substitution of corporation for partnership, etc., and notice of hearing was so amended.

**KROY Sacramento, Calif.**—Granted petition for leave to amend its application, so as to specify 10 kw instead of 5 kw power; to show a modified DA array, etc.

**Charleston Bcstg. Co., Parkersburg, W. Va., News Pub. Co., Clarksburg, W. Va.**—Granted petitions requesting continuance of hearing on application for transfer of control of WPAR and vol. assignment of license of WBLK, presently scheduled for Jan. 23 and 24 and said further hearing was continued to March 24 at Parkersburg and March 25 at Clarksburg.

**Lincoln Operating Co., Miami, Fla.**—Granted leave to take depositions in the hearing upon its application and application of Southern Bcstg. Co., Montgomery, Ala.

**KDAL Duluth, Minn.**—Granted petition insofar as it requests leave to amend and continuance of hearing in re application. Amendment to show revised DA array, etc. was accepted, and hearing presently scheduled Jan. 20 at Washington was continued to March 24. Insofar as petition requests reconsideration and grant, it is dismissed.

**Odes E. Robinson, Bluefield, W. Va.**—Granted petition to dismiss without prejudice application.

**The Bluefield Bcstg. Co., Bluefield W. Va.**—Granted petition for leave to amend its application, so as to show the addition of Odes E. Robinson as an equal partner in applicant partnership. Dismissed as moot petition requesting that application be removed from hearing docket and granted without hearing.

**Radio Bcstg. Associates, Houston, Tex.**—Granted petition requesting continuance of hearing on its application, and hearing presently scheduled Feb. 13 was continued to April 14 at Washington.

**Berkshire Bcstg. Co., North Adams, Mass.**—Granted petition to dismiss without prejudice application.

**WBAX Wilkes-Barre, Pa. and WARM Scranton, Pa.**—Denied joint petition requesting continuance until March 10 of hearing upon their applications, et al presently scheduled Jan. 22 at Washington.

**Crescent Broadcast Corp., Shenandoah, Pa.**—Granted petition for leave to amend its application, so as to substitute a revised Appendix A.

**Modesto Bcstg. Co., Modesto, Calif.**—Granted petition for leave to amend its application, so as to specify 1360 kc instead of 1080 kc, etc. Amendment was accepted and application removed from the hearing docket.

**Radio Santa Cruz, Santa Cruz, Calif.**—Commission on its own motion, removed application from hearing docket.

**A. S. Abell Co., Baltimore, Berks Bcstg. Co., Reading, Pa.**—Commission on its own motion, continued further consolidated hearing on these applications from Jan. 15 to Feb. 19 at Washington.

**Eau Claire-Chippewa Bcstg. Co. and WBIZ Eau Claire, Wis.**—Commission on its own motion, continued further consolidated hearing upon applications for CP from Jan. 15 to Jan. 30 at Washington.

**The Patriot Co., Harrisburg, Pa.**—Granted in part petition requesting enlargement of issues in re application and issues adopted Dec. 30, 1946, were amended to include issue whether 1420 kc, using DA day and night, is available for use at Shenandoah, Pa., and if so, whether it should be assigned in lieu of 580 kc.

**Springfield Bcstg. Co., Springfield, Mass.**—Granted petition requesting continuance of hearing presently scheduled Feb. 3 in re its application and that of Telecolor Corp. and hearing was continued to Feb. 10 at Springfield, Mass. Granted petition for continuance of consolidated hearing on applications for FM stations in Springfield, presently scheduled for Feb. 5, and same was continued to Feb. 12 at Springfield. Exceptions noted by counsel for Regional Bcstg. Co., Chicopee, Mass.

**Proposed Decisions:**

**WIBC Indianapolis, Ind.**—For increase in power from 5 kw to 50 kw, unlimited, 1070 kc; engineering conditions.

**Mid-America Bcstg. Corp., Louisville, Ky.**—For new station, 1080 kc, 1 kw night, 5 kw day; engineering conditions.

**WINN Louisville, Ky.**—To deny application for change in frequency from 1240 kc to 1080 kc, increase power from 250 w to 1 kw night and 5 kw day, and for change in location of transmitter site.

### Phone Calls Aplenty

WHEN 4,000 telephone calls came in simultaneously for WINC Winchester, Va., telephone circuits for the entire city were shorted out, Richard F. Lewis, WINC manager, reports. It all came about, Mr. Lewis says, when Mark Sheeler, WINC disc jockey, gave a "wolf whistle" as a signal for Winchester housewives to call him up. The first housewife to get her call through was to receive a free pair of nylon hose and a $10 handbag. Mr. Sheeler got a call immediately, but it was from the telephone office notifying him that the entire phone system had been thrown out of gear. He then made an announcement over the air calling the whole deal off.

## Jan. 20. Applications . . .

**ACCEPTED FOR FILING**

**FM—103.1 mc**

**WGTR Boston**—CP to change service area for metropolitan station; change frequency from 44.3 to 101.7 mc, install new equipment, change studio location and change antenna system. AMENDED to change frequency from 101.7 mc to channel 276 103.1 mc, ERP from 9.5 kw to 6.5 kw, specify type of transmitter and make changes in antenna system.

**AM—1260 kc**

**WSWZ Inc., Trenton, N. J.**—CP for new standard station, 1260 kc, power of 5 kw, DA for day and night use, unlimited.

**AM—1080 kc**

**Western New York Bcstg. Co., Kenmore, N. Y.**—CP for new standard station, 1080 kc, power of 1 kw, daytime only.

**AM—840 kc**

**WHAS Louisville, Ky.**—Voluntary assignment of license to WHAS Inc.

**AM—790 kc**

**WSAM Saginaw, Mich.**—CP to change frequency from 1400 to 790 kc, increase power from 250 w to 1 kw, install new transmitter and DA for day and night use and change transmitter location.

**AM—1260 kc**

**WMOA Marietta, Ohio**—CP to change frequency from 1490 to 1260 kc, increase power from 250 w to 1 kw, install new transmitter and DA for day and night use and change transmitter and studio locations.

**AM—720 kc**

**Penn Lincoln Bcstg. Co., Carsille, Pa.**—CP for new standard station to be operated on 1340 kc, power of 250 w and unlimited. AMENDED to change frequency from 1340 to 720 kc and change hours of operation from unlimited to daytime.

**Remote Pickup**

**WIPD Philadelphia, Pa.**—License to cover CP as modified and which authorized new remote pickup broadcast station.

**AM—1370**

**Radio Anthracite, Pottstown, Pa.**—CP for new standard station to be operated on 1370 kc, power of 1 kw, daytime only.

**FM—Unassigned**

**WMIB Pottsville, Pa.**—Modification of CP which authorized new FM broadcast station, to change type of transmitter; effective radiated power to 5.2 kw, specify studio location, make changes in antenna system and change commencement and completion dates.

**FM—Unassigned**

**W. Wright Esch, Daytona Beach, Fla.**—CP for new (class B) FM station on frequency to be assigned by FCC, ERP 11.5 kw and antenna height above average terrain 278 feet.

**FM—98 mc**

**Clinton Bcstg. Corp., Clinton, Iowa**—CP for a new (class B) FM station to be operated on 98 mc, ERP of 10.56 kw.

**FM—Unassigned**

**Independent Bcstg. Co., Knoxville, Tenn.**—CP for a new (class B) FM station to be operated on frequency to be determined by FCC, ERP 11.7 kw and antenna height above average terrain 500 feet.

**AM—1230 kc**

**Southern Bcstg. Corp., New Orleans, La.**—CP for new standard station, 1230 kc, power of 250 w, unlimited. Facilities of WJBW requested.

**AM—1020 kc**

**Smithfield Bcstg. Co., Smithfield, N. C.**—CP for new standard station, 1020 kc power of 1 kw, daytime.

**AM—1180 kc**

**The Sandhill Community Bcstrs., Southern Pines, N. C.**—CP for new standard station, 1180 kc, power of 250 w and daytime.

**AM—1020 kc**

**Sims Pub. Co., Orangeburg, S. C.**—CP for new standard station, 1020 kc, power of 1 kw, daytime.

**FM—Unassigned**

**Tennessee Valley Bcstg. Co., Chattanooga, Tenn.**—CP for new (class B) FM station, frequency to be assigned by FCC, ERP of 37.2 kw.

**FM—Unassigned**

**Texoma Bcstg. Co., Wichita Falls, Tex.**—CP for new (metropolitan) FM station, frequency to be assigned in 92.1 to 103.9 mc band. AMENDED to change officers, directors and stockholders.

**FM—Unassigned**

**WCVS-FM Springfield, Ill.**—Modification of CP which authorized new FM station to make changes in antenna system.

**AM—850 kc**

**Northwestern Indiana Radio Co., Valparaiso, Ind.**—CP for new standard station, 850 kc, power of 250 w and daytime.

**FM—Unassigned**

**KWGD St. Louis**—Modification of CP which authorized new FM station to change type of transmitter, ERP to 218.5 kw, makes changes in antenna system and change commencement and completion dates.

**FM—99.3 mc**

**Monterey Bay Bcstg. Co., Santa Cruz, Calif.**—CP for new (class B) FM sta-

*(Continued on page 64)*


"IBCing you" . . . in INDIANAPOLIS

They're Storming the Door for "The Dixie Four"

Four palefaces from the land of corn pone are taking Hoosierland by storm. They're "The Dixie Four" and their close harmony is keeping Hoosiers close to "1070 on the dial" twice daily, Monday through Friday, 6:45 to 7 A.M. and 12:30 to 12:45 P.M. In addition, their "solid sending" has them booked solid for personal appearances every night in the week. Check your John Blair Man on "The Dixie Four." Ask him, too, about the wealth of sure-selling, live talent shows offered by WIBC. HE knows.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC 5000 WATTS BASIC MUTUAL

The INDIANAPOLIS NEWS Station



CHNS

HALIFAX NOVA SCOTIA

IN TWENTY YEARS, PIONEER TO LEADER; FROM 1000 WATTS TO 5000 WATTS—SOON!

JOS. WEED & CO.

350 Madison Ave., New York

Know What We Can Do

ASK HIM

FOREMAN BILL

# WHEN MAIL PULL COUNTS

## *...You can count on*

## FOREMAN BILL!

**His Rhythm Rodeo at BAR-NOTHIN' RANCH over KYA** really delivers low cost per inquiry! . . . If you figure "close" on your advertising costs, investigate FOREMAN BILL'S program, heard 6 to 9 a.m. Monday through Saturday over KYA.

**FOR PARTICIPATIONS CONSULT ADAM J. YOUNG, JR., INC. NEW YORK • CHICAGO**

***This will give you an idea how a 13-week participation works:***

**ACCOUNT:** Wm. H. Wise & Co., Publishers
**AGENCY:** Huber Hoge & Sons
**RESULTS:** 1400. Cost per book $5.95. Weekly advertising cost $195. Cost per inquiry $1.51. Pays off at $2.25 per inquiry. FOREMAN BILL 74c per inquiry to the good.

**ACCOUNT:** Basic Science Foundation
**AGENCY:** Smith, Bull & McCreery
**RESULTS:** 861. Cost of two 15-minute participations $195. Approximate cost per lead only $2.26½. Pays off at $3.50 per lead. FOREMAN BILL $1.23½ per inquiry to the good.

**ACCOUNT:** Mutual Benefit of Omaha
**AGENCY:** B-T Agency
**RESULTS:** 373. *Used only 2 participating spots!* Cost $65. Approximate cost per lead $2.26½. Pays off at $3 per inquiry. FOREMAN BILL 73½c per inquiry to the good.

# KYA

## SAN FRANCISCO

# SPONSORS

MICHAEL J. ROCHE, former assistant advertising manager of Lever Bros. Co., Cambridge, Mass., has been appointed advertising manager of the organization. Mr. Roche, who has been associated with Lever Bros. for 27 years, started with the firm in the accounting department. A short time later he transferred to the advertising department and became advertising office manager, manager of radio, and finally assistant advertising manager.

RAY JONES has been appointed by Philip Morris & Co., New York, as vice president in charge of sales.

BEN F. GROGAN, formerly in charge of the purchase of displays, premiums, booklets, and advertising materials for the General Foods Corp., New York, has been appointed an assistant advertising manager of the Post Cereals Division of the firm. He will be succeeded in his purchasing position by his former assistant, GEORGE H. BENEDICT.

THOMAS R. HOPKINS Jr. has been appointed advertising manager of Pacific Greyhound Lines, San Francisco, and in cooperation with Beaumont & Hohman, that city, agency servicing account, will direct all advertising. Associated with that agency for several years, he was Omaha manager before the war. Upon Navy release in 1945 he rejoined Beaumont & Hohman in San Francisco and was executive on Greyhound account when appointed to his new post.

M & M Ltd., Newark, N. J. (M & M's Candy Coated Chocolate), has appointed Compton Adv., New York, effective April 1 to handle advertising.

LUKE E. FICHTHORN, formerly with the Chase National Bank of New York, has been appointed manager of the newly created export sales department of Home Products Sales Corp., New York, selling organization for Taylor-Reed Corp. (Cocoa Marsh, Q-T Pie Crust and Tumbo Puddings).

FAMOUS DEPARTMENT STORES, Los Angeles (chain), has appointed Lee Ringer Adv., Los Angeles, to handle advertising. Radio is to be used.

HAMMER BEVERAGES Corp., Brooklyn, has appointed Deutsch & Shea, New York, to handle advertising. Radio may be used.

BUFFUMS' DEPARTMENT Store, Long Beach, Calif., has appointed Evers Whyte Adv., Los Angeles, to handle national advertising.

WALTER MAYER, former time and space buyer of Compton Adv., New York, has been appointed advertising manager of The Squirt Co., Beverly Hills, Calif. (beverages).

ALTA VINEYARDS Co., Fresno, Calif., has appointed Carl C. Wakefield Adv., San Francisco, to handle advertising.

CALIFORNIA CONSERVING Co., Los Angeles (CHB pickles, tomatoes), division of Hunt Foods, has appointed Young & Rubicam, Hollywood, to handle advertising. Agency also services Hunt Foods account.

FORREST LEATHER PRODUCTS, San Francisco (men's and boys' leather coats, quality luggage and Junior Ranch Chap suits), has appointed Ad Fried Adv., Oakland to handle 1947 advertising campaign. Radio will be used.

UNIVERSAL LABS., New York, has appointed Grey Adv., New York, to handle campaign for Djer-Kiss and Mavis products.

SILENT GLOW OIL Co., Hartford, Conn., about the end of January will sponsor local programs on stations throughout the New England area. Agency is Charles W. Hoyt Co., New York.

WILLIAM S. SCULL Co., Camden, N. J. (Boscul Coffee), has appointed Kastor, Farrell, Chesley & Clifford, New York, to handle advertising.

GLOBE PIPE & TOBACCO Co., Oakland (Briarplate pipes), has appointed Ad Fried Adv., Oakland, to handle advertising. Radio will be used.

FOODS PLUS, New York, has appointed Raymond E. Nelson Inc., New York, to handle advertising. Radio will be used in several markets still to be selected.

RIPLEY CLOTHES, New York (retail chain), in February begins largest local area campaign in its history. Agency is Dobley Co., New York.

BURNS & Co., Calgary, Alta. (meat packer), plans radio spot campaign on a number of Canadian stations. Agency is Stewart-Lovick, Calgary.

CHARLES E. KING, recently out of RCAF and before the war with the advertising department of Canadian General Electric Co., Toronto, has been named advertising manager of Thomas J. Lipton Ltd., Toronto.

W. G. PATRICK Co., Toronto (Symington's granulated gravy), has started spot campaign on women's programs on five Canadian stations. Agency is James Fisher Co., Toronto.

CANADIAN SHREDDED WHEAT Co., Niagara Falls, Ont. (Shreddies), has started new five minute sports program, "Gondola Sidelights," with sports announcer Foster Hewitt, five days weekly on a number of Canadian stations. Agency is Cockfield Brown & Co., Toronto.

BANQUET BETTER FOODS Co., Salt Lake City, has appointed Cooper & Crowe, that city, to handle advertising in the inter-mountain area on "mellow-cured" natural whole-milk cheese. Radio will be used.

HASTINGS Corp., Hastings, Mich. (Casite Division), has started spot announcements on a number of Canadian stations. Agency is Keeling & Co., Indianapolis.

DREW BROWN Ltd., Montreal (proprietary), has started spot announcements on a number of Canadian stations. Agency is Cockfield Brown & Co., Montreal.

B. S. FITZPATRICK, newly appointed director of Imperial Tobacco Co. of Canada, Montreal has been appointed advertising manager of the company.


KPAC

MBS

BMB


## New Accounts

POWELL ADVERTISING Inc., Detroit, specializing in radio, announces the addition of seven new accounts in recent months. Most recent additions are Lee and Cady, wholesale grocers, and Louis Rose Co., DeSoto distributors. Other accounts added are: Detroit Retail Druggists Assn.; Peters Sausage Co. (radio only); McKay Davis Co., manufacturing chemists; Jerry Lynch, jeep distributor; Alfred Steiner, Ford dealer. All seven accounts are using radio extensively now or planning to use it in the near future, the agency says.

## KVSF Tower

CONSTRUCTION of a 230-foot tower for KVSF Santa Fe, N. M. has been completed, Ivan R. Head, station manager, announced last week. KVSF, a CBS affiliate, shortly will increase power from 100 w to 1 kw and shift frequencies from 1340 kc to 1260 kc. The station is owned by the New Mexico Broadcasting Co., which also owns KGGM Albuquerque and holds construction permits for new stations in Roswell and Clovis, N. M., KGGM has a CP to change frequency from 1260 to 610 kc and increase power from 1 kw to 5 kw.

# TECHNICAL

JOHN H. MILLER, since 1944 chief engineer of Weston Electric Instrument Corp., Newark, N. J., has been appointed vice president of that firm succeeding W. N. GOODWIN Jr., retired. Mr. Goodwin is retained as engineering consultant. Mr. Miller for many years had been chief engineer and vice president of Jewell Electrical Instrument Co., Chicago, joining Weston as assistant chief engineer when the Jewell firm merged with Weston in 1931. As assistant chief engineer he concentrated on new items of test equipment for radio and general service. In 1937 he took charge of the commercial engineering division of Weston which he continued to manage until his appointment as chief engineer in 1944.

TEMCO SERVICE Corp., New York (transmitter manufacturer), has become an affiliate member of Television Broadcasters Assn. MORTON KAHN and BEN ALDER will represent company at TBA meetings.

LINDSEY RIDDLE, former engineer at WHB Kansas City for 14 years, is now chief engineer of WDSU New Orleans.

STUART L. PARSONS, with Sylvania Electric Products since 1939, has been named chief engineer for the company's tungsten and chemicals division. In the newly created post Mr. Parsons will direct all divisional engineering including research and equipment design for the production of tungsten salts and fluorescent powders for fluorescent lamps and television viewing tubes.

THE SOUND APPARATUS Co., New York, has prepared a new issue of its technical bulletin "Sound Advances," which deals with a new graphic recorder, the twin recorder, and a new regulated power supply.

WILLIAM D. COUSAR, Navy veteran new to radio, has joined engineering staff of WHBQ Memphis.

GENERAL ELECTRIC Co., Electronic Dept. Tube Division, Schenectady, N. Y., has developed a new electronic tube for use where ambient temperatures range widely. New tube known as type GL-5545, has three major industrial uses: for 220-volt d-c motor control work; in grid-controlled rectifier service; in separate-excitation ignitor circuits. Called "climate-proof" because of its ambient temperature ranges from minus 55 to plus 70C., tube has peak-to-avg current ratio of 80 to 6.4 amperes and high peak voltage of 1,500 volts.

THE HALLICRAFTERS Co., Chicago, has named John M. Derby Co., Chicago, as Hallicrafters service center. Derby formerly served as sales representative for the manufacturer.

DOUG CARD, recently out of RCAF has joined the engineering staff of CJOC Lethbridge, Alta. He formerly was chief engineer of CJAT Trail, B. C.

DORMAN D. ISRAEL, vice president in charge of engineering and production of Emerson Radio and Phonograph Corp., New York, has been awarded the War Dept. Certificate of Appreciation in official recognition of his engineerng services.

RCA Victor Division, Camden, N. J. now is producing a new portable three-inch oscilloscope, WO-79A, designed to measure pulses produced by electronic devices. The WO-79A also can be used for observation of common types of wave forms, timing fine watches and for square wave testing for frequency response characteristics.

CHARLES H. FLOOTE, former engineer of NBC Chicago, has joined engineering staff of WDSU New Orleans.

C. K. CHRISMON, chief engineer of WGAY Silver Spring, Md., is the father of a boy.

## Frequency Changed

WBKY, U. of Kentucky educational FM station, last Monday changed its frequency from 42,900 kc to 44,500 kc at request of FCC. Approval was recently given the station to construct a new antenna for an increase to 1,000 w, and a change of frequency to 91,300 kc. Elmer G. Sulzer is the university director of radio activities.

# CFRB LEADS

# ALL Toronto Stations!

MOST OF THE TOP SHOWS ARE HEARD ON CFRB

## 11 of the first 15 in October

| SHOWS | CFRB | OTHER |
|---|---|---|
| Lux Radio Theatre | 34.1 | |
| Charlie McCarthy | | 30.9 |
| Fibber McGee | | 25.1 |
| Corliss Archer | 20.7 | |
| Ozzie and Harriett | 20.2 | |
| Green Hornet | 19.2 | |
| Phil Harris Show | | 18.3 |
| Fun Parade | 16.2 | |
| Inner Sanctum | 15.6 | |
| Record Shop | | 15.3 |
| Eddy Bracken Show | 14.9 | |
| Big Town | 14.6 | |
| Double or Nothing | 14 6 | |
| Boston Blackie | 14.6 | |
| Treasure Trail | 14.5 | |

## and in November

| SHOWS | CFRB | OTHER |
|---|---|---|
| Lux Radio Theatre | 37.6 | |
| Charlie McCarthy | | 30.0 |
| Fibber McGee | | 28.5 |
| Ozzie and Harriett | 24.2 | |
| Green Hornet | 23.1 | |
| Album of Familiar Music | | 20.9 |
| Wes McKnight | 20.4 | |
| Double or Nothing | 19.7 | |
| Amos and Andy | | 19.0 |
| Treasure Trail | 18.6 | |
| Big Town | 18.2 | |
| Inner Sanctum | 17.9 | |
| Eddy Bracken | 17.9 | |
| N.H.L. Hockey | 17.7 | |
| Jack Carson Show | 17.4 | |

Regular independent surveys prove that CFRB broadcasts the largest share of the highest-rated programs...

**CFRB** ONTARIO'S FAVOURITE STATION!

## FCC Actions

*(Continued from page 60)*

**Applications Cont.:**

tion, frequency to be assigned by FCC, ERP of 3.33 kw. AMENDED to change frequency from "To be assigned by FCC" to channel 257, 99.3 mc.

**Remote Pickup**

**Warner Bros. Bcstg. Corp., Area of Hollywood, Calif.**—CP for new remote pickup on 1622, 2058, 2150, 2790 kc, power of 75 w and emission A3.

**Remote Pickup**

**KMPC, Area of Los Angeles**—CP for new remote pickup station on 1622, 2058, 2150 and 2790 kc, power of 50 w and emission A3. CP for new remote pickup station on 1622, 2058, 2150 and 2790 kc, power of 50 w and emission A3.

**AM—1460 kc**

**Crescent Bay Bcstg. Co., Santa Monica, Calif.**—CP for new standard station, 1460 kc, power of 250 w, daytime.

**FM—Commencement Date**

**KMED-FM Medford, Ore.**—Modification of CP which authorized new FM station to change commencement and completion dates.

**License Renewal**

**W1XDY Boston**—License renewal, Continental Television Corp. experimental video station.

**AM—1190 kc**

**WANN Annapolis, Md.**—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

**AM—1090 kc**

**Public Service Radio Corp., Baltimore**—CP for new standard station, 1090 kc, 50 kw, DA for night use, unlimited AMENDED re stockholders.

**FM—Unassigned**

**WSYR-FM Syracuse, N. Y.**—Modification of CP which authorized new FM station to change transmitter site, ERP to 9.2 kw, make changes in antenna system and change commencement and completion dates.

**FM—Unassigned**

**Southern Bcstrs., Richmond, Va.**—CP for new (class B) FM station to be operated on frequency to be assigned by FCC, ERP of 16.2 kw.

**FM—Unassigned**

**W9XEK Eastwood, Ky.**—CP to reinstate CP which authorized to change frequency to be assigned by chief engineer from time to time, increase power to 10 kw, install new transmitter change emission to A0, A1, A3, A4 and special-FM, and to make change in antenna system.

**FM—Unassigned**

**WJR-FM Detroit, Mich.**—Modification of CP which authorized new FM station to change type of transmitter; ERP to 24 kw; antenna height above average terrain to 476 feet and make changes in antenna system.

**AM—1340 kc**

**The Wooster Republican Printing Co., Wooster, Ohio**—CP for new standard station, 1340 kc, power of 100 w, unlimited.

**AM—1490 kc**

**WAZL Hazleton, Pa.**—Authority to determine operating power by direct measurement of antenna power.

**AM—1360 kc**

**WPPA Pottsville, Pa.**—CP to change hours of operation from daytime to unlimited, increase power from 500 w day to 1 kw day and night, make changes in transmitting equipment and install DA for night use.

**Completion Date**

**WCOD Richmond, Va.**—Modification of CP which authorized new FM station to make changes in antenna system and change commencement and completion dates.

**FM—Unassigned**

**WAJR-FM Morgantown, W. Va.**—Modification of CP which authorized new FM station to change type of transmitter; ERP to 1 kw and commencement and completion dates.

**AM—940 kc**

**Mid-Carolina Bcstg. Co., Salisbury, N. C.**—CP for new standard station, 1170 kc, power of 1 kw daytime. AMENDED to change frequency from 1170 to 940 kc.

**AM—810 kc**

**WKBC North Wilkesboro, N. C.**—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter for approval of transmitter location and to specify studio location.

**FM—93.7 mc**

**Greenville, Bcstg. Co., Greenville, S. C.**—CP for new (class B) FM station to be operated on channel 229, 93.7 mc or as assigned by chief engineer of FCC. ERP 12.5 kw and antenna height above average terrain approx. 361 feet.

**FM—Unassigned**

**WTOC-FM Savannah, Ga.**—Modification of CP which authorized new FM station to change type of transmitter and make changes in antenna system.

**AM—1490 kc**

**Thomas G. Harris, Austin, Tex.**—CP for new standard station to be operated on 1490 kc, 250 w, unlimited. AMENDED to change name of applicant from Thos. G. Harris, individually and as trustee for Goleman Gay, James P. Alexander, E. G. Kingsbery, Rex D. Kitchens, W. T. Saunders, Spencer J. Scott and Oswald G. Wolf to Thomas G. Harris individually and as trustee for Coleman Gay, James P. Alexander, E. G. Kingsbery, Rex D. Kitchens, Spencer J. Scott and Hardy C. Harvey.

**FM—Unassigned**

**WEFM Chicago**—Modification of CP which authorized new FM station to change completion date.

**AM—1580 kc**

**WWXL Peoria, Ill.**—Modification of CP as modified, which authorized new standard station to make changes in antenna and to change type of transmitter.

**AM—1440 kc**

**WROK Rockford, Ill.**—CP to make changes in vertical antenna and mount an FM antenna on top of AM tower and change transmitter location.

**AM—1440 kc**

**WROK Rockford, Ill.**—Involuntary transfer of control of Rockford Consolidated Newspapers (parent corporation of licensee) from Ruth Hanna Simms to Albert G. Simms, executor and distributee under the will of Ruth Hanna Simms, deceased, (127 shares).

**AM—1240 kc**

**WTAX Springfield, Ill.**—CP to increase power from 100 to 250 w, install new transmitter and new vertical antenna, and change transmitter and studio location.

**Developmental CP**

**W9XLZ Quincy, Ill.**—License to cover CP which authorized new developmental station.

**AM—1380 kc**

**WMJG Fort Wayne, Ind.**—Modification of CP which authorized new station to make changes in DA and mount FM antenna on top of AM tower.

**AM—1230 kc**

**KDIX Dickinson, N. C.**—Voluntary transfer of control of permittee corporation to W. K. Johnson, William O. Rabe, Frank R. Whitney, C. R. Dukart, Leroy Moomaw, P. J. Baseflug, L. W. Veigel and Dr. P. J. Weir (250 shares of common stock).

**FM—Unassigned**

**KDTH-FM Dubuque, Iowa**—Modification of CP which authorized new FM station to change completion date.

**FM—Unassigned**

**Tri-State Bcstg. Co., Sioux Falls, S. D.**—CP for new (class B) FM station to be operated on frequency to be assigned by FCC, ERP of 48 kw and antenna height above average terrain 496 feet.

**AM—1070 kc**

**Monona Bcstg. Co., Madison, Wis.**—CP for new standard station, 1070 kc, power of 10 kw, DA for day and night use, unlimited. AMENDED to change power from 10 kw night and day to 5 kw night and 10 kw day and to modify DA.

**TV—Completion Date**

**W9XKY Milwaukee**—Modification of CP which authorized new experimental television station, for extension of completion date.

**FM—Unassigned**

**The Arritos Bcstg. Co., Long Beach Calif.**—CP for new (class A) FM station to be operated on frequency to be assigned by FCC, ERP of 111 w, AMENDED to change ERP from 111 to 444 w and make changes in antenna system.

**AM—1340 kc**

**KPRK Livingston, Mont.**—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

**AM—1230 kc**

**KSWS Roswell, N. M.**—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter for approval of transmitter location and specify studio location.

**Applications Returned:**

**Relay Station**

**J. E. Rodman, area of Central, Calif.**—License to cover CP which authorized a new relay station. Returned to be refiled after CP granted.

**AM—1210 kc**

**Ventura County Bcstg. Co., Oxnard, Calif.**—CP for new standard station, 1210 kc, 1 kw and daytime. Returned Jan. 1.

**FM—Unassigned**

**Charles V. Critchfield, Mount Vernon, Ohio**—CP for new FM station. Returned by law Jan. 9 incomplete as to question 10 and 12 through 41.

**Applications Tendered for Filing:**

**AM—1460 kc**

**WOKO Albany, N. Y.**—CP to increase power from 500 w night, 1 kw day to 5 kw day and night use, install DA for both day and night and new transmitter and change transmitter location.

**AM—550 kc**

**KLIK San Diego, Calif.**—Modification of CP to change frequency from 740 to 550 kc, power 5 kw, daytime to 5 kw day and night, hours from daytime to unlimited, DA for day and night and change transmitter location.

**AM—1380 kc**

**KNON Honolulu, T. H.**—CP to change frequency from 1400 to 1380 kc, power from 250 w to 5 kw and install a new transmitter.

**AM—1230 kc**

**Halifax Bcstg. Co., South Boston, Va.**—CP for new standard station, 1230 kc, 250 w and unlimited.

**AM—1230 kc**

**Berkshire Bcstg. Co., North Adams, Mass.**—CP for new standard station, 1230 kc, 250 w and unlimited.

**AM—1370 kc**

**Charles M. Meredith, Silverdale, Pa.**—CP for new standard station, 1370 kc, 1 kw and daytime.

**AM—1450 kc**

**Brazoria County Bcstg Co., Freeport, Tex.**—CP for new standard station, 1450 kc, 250 w and unlimited.

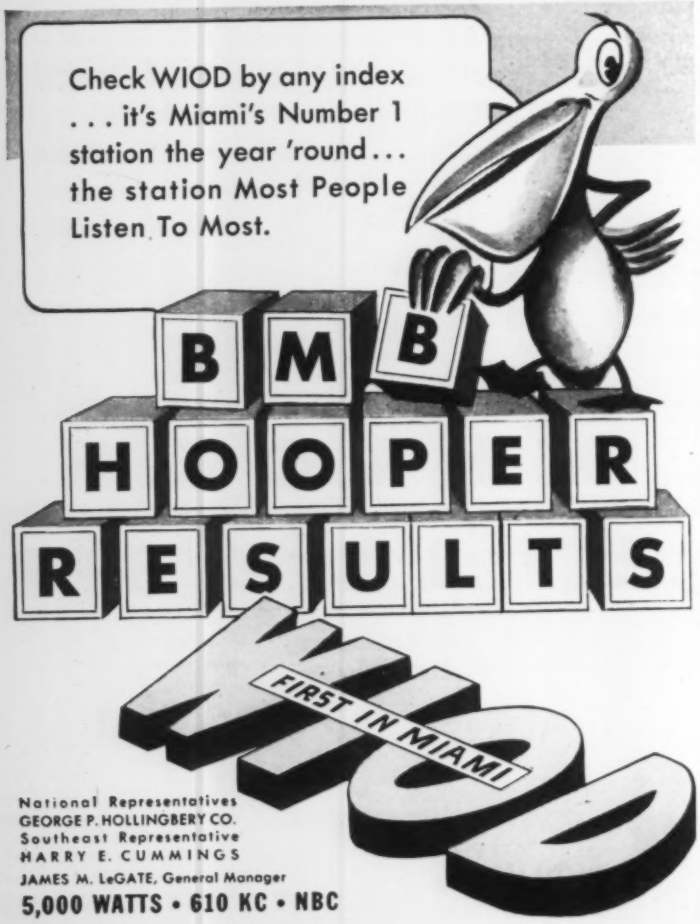
**AM—1010 kc**

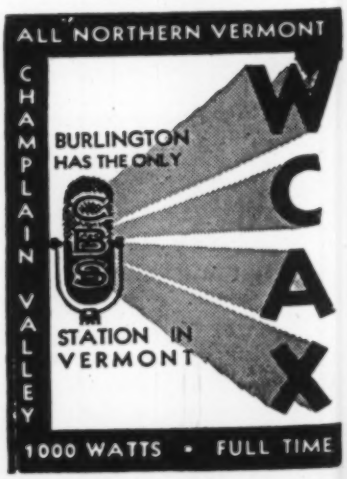
**Falls County Public Service, Harlin, Tex.**—CP for new standard station, 1010 kc, 250 w, daytime.

*(Continued on page 66)*

### No Exaggeration

HAROLD KERN, Fort Wayne, Ind., jeweler, is ready to debunk the old idea of women talking too much and always exaggerating. At 2:15 p.m. Jan. 16 Mr. Kern's wife called him at Angola, 42 miles from Fort Wayne, to advise him that smoke from a "small fire next door" was creeping through to the Kern store and that Mr. Kern had better come home, "but don't hurry, there's nothing to worry about." A few minutes later Mr. Kern stepped into his car and tuned the radio to WOWO in time to hear an announcement that the roof had just caved in at his store. The fire not only did extensive damage but resulted in the death of one fireman.



Check WIOD by any index
. . . it's Miami's Number 1
station the year 'round . . .
the station Most People
Listen To Most.
B M B
H O O P E R
R E S U L T S
WIOD
FIRST IN MIAMI
National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

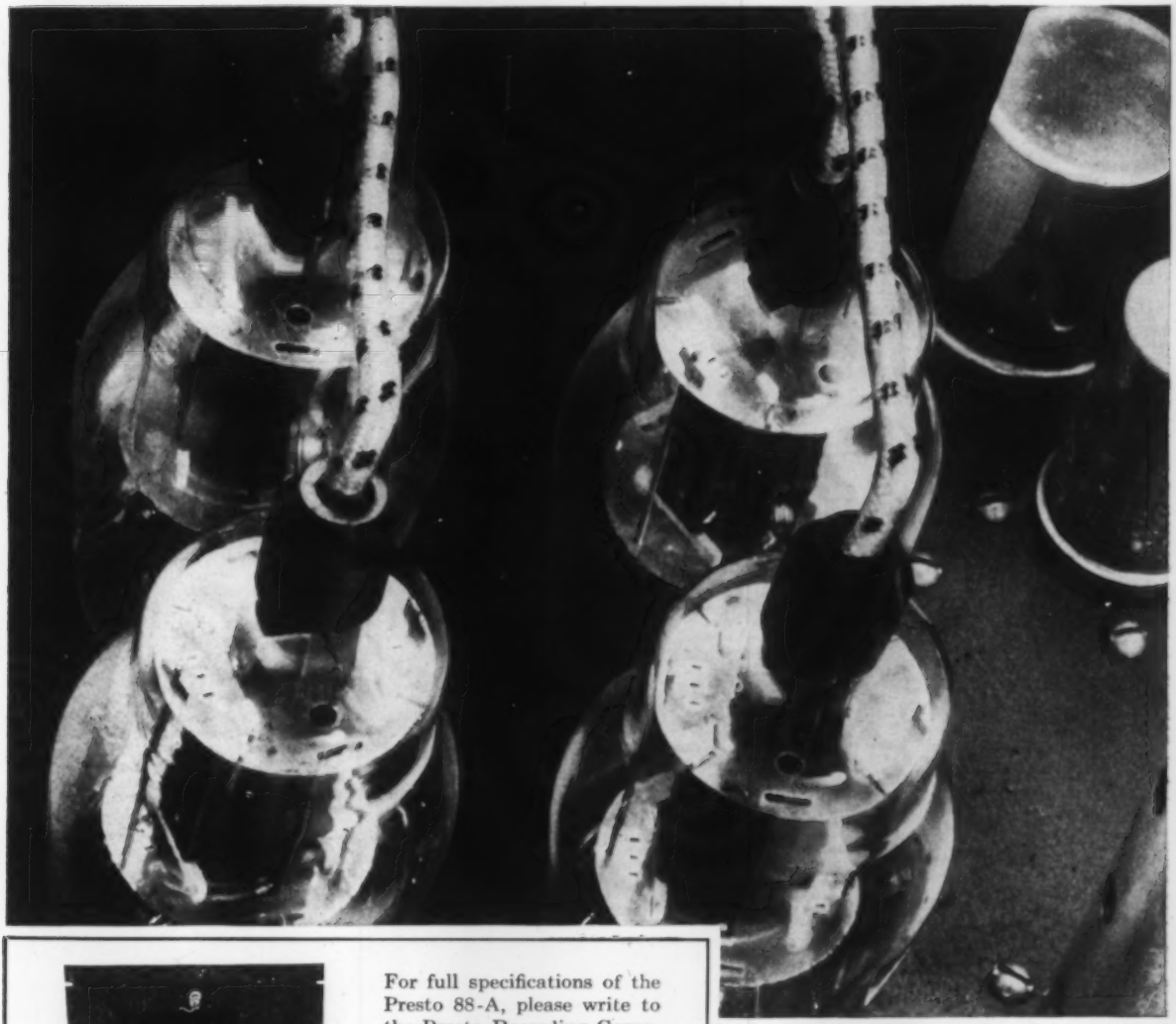


# Four 807's Push-Pull Parallel

▶ The Presto 88-A is a 50-watt amplifier designed specifically to drive the modern wide range magnetic recording head, such as the Presto 1-D. Its very ample output stage—four 807's in push-pull parallel—provides adequate power at peak levels with a minimum of distortion. A selector switch provides a choice of:

1. Flat response 20 to 17,000 cycles per second, ± 1 db.
2. The NAB recording characteristic.
3. Rising characteristic for vertical recordings.

▶ The Presto 88-A is ideal for the most exacting recording requirements.



For full specifications of the Presto 88-A, please write to the Presto Recording Corporation, 242 West 55th Street, New York 19, N. Y. To insure future delivery within a reasonable time, we suggest that you place your order on our priority list since orders are considerably in advance of production.

PRESTO
RECORDING CORPORATION
242 WEST 55TH STREET, NEW YORK 19, N. Y.
Walter P. Downs, Ltd., in Canada

*WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS*

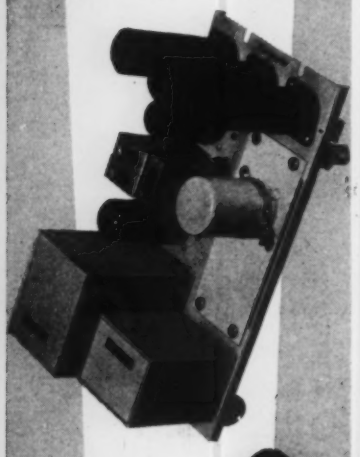
PROGRAM AMPLIFIER by Langevin . . .

The Langevin 102-A program amplifier is a two stage fixed gain unit which meets all requirements for FM.

This compact, dependable amplifier provides +28 dbm output level and has a frequency characteristic of ±1 db over the range 30-15,000 cycles. Operating from input impedance of 250 or 600 ohms, this unit has a normal gain of 55 db with provisions for decreasing to 45 or 35 db. The output impedance is 150 or 600 ohms.

Complete specifications on this quiet, low distortion amplifier can be obtained by writing to Department C-1.

The Langevin Company
INCORPORATED
NEW YORK: 37 W. 65 St., 23 • SAN FRANCISCO: 1050 Howard St., 3 • LOS ANGELES: 1000 N. Seward St., 38



Worthy of an Engineer's Careful Consideration

## FCC Actions

*(Continued from page 64)*

### Applications Cont.:

**AM—1080 kc**

**Robert W. Rounsaville, Buckhead, Ga.**—CP for new standard station, 1080 kc, 1 kw, daytime.

### Jan. 21 Decisions . . .

**BY THE COMMISSION**

**AM—1230 kc**

**Grass Valley-Nevada City Broadcasters, Grass Valley, Calif.**—Granted CP for new station on 1230 kc, upon condition that appropriate amended application be filed requesting 250 w power, unlimited time. (Application requested 100 w.)

**AM—1400 kc**

**WGAP Marysville, Tenn.**—Granted petition for reconsideration of the Commission's action designating for hearing their application for assignment of license of WGAP and for grant of application without hearing. Commission set aside its action designating said application for hearing and granted same.

**BY THE SECRETARY**

**AM—1300 kc**

**WKLX Lexington, Ky.**—Granted license to cover which authorized new station on 1300 kc, 1 kw-DA-N, unlimited.

**AM—1330 kc**

**KFAC Los Angeles**—Granted modification of CP, to change type of transmitter.

**AM—730 kc**

**WMBY Birmingham, Ala.**—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location.

**AM—1520 kc**

**KSIB Creston, Iowa.**—Granted license to cover CP which authorized new station on 1520 kc, 1 kw, day, and to specify studio location; conditions.

**AM—1340 kc**

**WGRV Greenville, Tenn.**—Granted license to cover CP which authorized new station on 1340 kc, 250 w, unlimited time; conditions.

**AM—910 kc**

**WJHL Johnson City, Tenn.**—Granted license to cover CP which authorized increase in power to 1 kw-DA, 5 kw, install new transmitter and for change of studio location.

**AM—1450 kc**

**KSRV Ontario, Ore.**—Granted license to cover CP which authorized new station on 1450 kc, 250 w unlimited; conditions.

**AM—1050 kc**

**WPAG Ann Arbor, Mich.**—Granted modification of CP which authorized increase in power, etc., to change type of transmitter.

**BY THE SECRETARY**

**Modification of CP**

**KVOU Uvalde, Tex.**—Granted modification of CP which authorized new station for approval of antenna and for approval of transmitter and studio locations.

**AM—1410 kc**

**KWYO Sheridan, Wyo.**—Granted license to cover CP which authorized change in frequency to 1410 kc, increase in power, installation of new transmitter, and changes in vertical antenna.

**AM—800 kc**

**WKYB Paducah, Ky.**—Granted license to cover CP which authorized new station on 800 kc, 1 kw, day; conditions.

**AM—970 kc**

**KWBC Worth Bcstg. Co., Fort Worth, Tex.**—Granted license to cover CP which authorized a new station on 970 kc, 1 kw, day, and to specify studio location; conditions.

**Modification of CPs**

**KVCV Redding, Calif.**—Granted modification of CP, for extension of commencement and completion dates to 2-18-47 and 8-10-47, respectively.

**KRUL Corvallis, Ore.**—Granted modification of CP which authorized new station, for approval of antenna, change type of transmitter, approval of transmitter location.

**KITI Corpus Christi, Tex.**—Granted modification of CP which authorized new station, for approval of antenna and transmitter location.

**WLAQ Rome, Ga.**—Granted modification of CP which authorized new station, for approval of antenna and to change type of transmitter.

**KFSA Ft. Smith, Ark.**—Granted modification of CP which authorized new station, for approval of antenna and transmitter location.

**AM—1340 kc**

**WKRN Columbia, Tenn.**—Granted license to cover CP which authorized new station on 1340 kc, 250 w, unlimited; conditions.

**Modification of CPs**

**WHIN Geneva, N. Y.**—Granted modification of CP which authorized new station, for approval of antenna and transmitter location, and to specify studio location.

**WALD Walterboro, S. C.**—Granted modification of CP which authorized new station, for approval of antenna, approval of transmitter and studio locations.

**KSYC Yreka, Calif.**—Granted modification of CP which authorized new station, for approval of antenna, approval of transmitter location and to change studio location.

**Sampson Bcstg. Co., Clinton, N. C.**—Granted modification of CP which authorized new station, for extension of commencement date to 2-7-47.

**KWRZ Flagstaff, Ariz.**—Granted modification of CP which authorized new station, for approval of antenna, change type of transmitter, for approval of transmitter and studio location.

**AM—910 kc**

**WABI Bangor, Maine**—Granted license to cover CP which authorized increase in power to 5 kw employing DA night, and make changes in transmitting equipment.

**Modification of CPs**

**WOOB Anniston, Ala.**—Granted modification of CP which authorized new station, for approval of antenna, change type of transmitter, for approval of transmitter location and change studio location.

**WHTN Huntington, W. Va.**—Granted modification of CP which authorized new station, for approval of antenna, of transmitter location, and change studio location.

**WTUX Wilmington, Del.**—Granted modification of CP which authorized new station, to make changes in antenna, to change type of transmitter, and to specify studio location.

**WEAR Pensacola, Fla.**—Granted modification of CP which authorized new station, for approval of antenna and for approval of transmitter and studio locations.

**WABP Memphis, Tenn.**—Granted modification of CP which authorized new station, for approval of antenna, for approval of transmitter and studio location.

**KOLT Scottsbluff, Neb.**—Granted modification of CP for extension of completion date to 2-17-47.

**WBPZ Lock Haven, Pa.**—Granted modification of CP which authorized new station, to change type of transmitter.

**KFVD Los Angeles, Calif.**—Granted modification of CP for extension of completion date to 3-15-47.

**WOPI Bristol, Va.**—Granted CP for new remote pickup station to be used with FM station WOPI-FM.

**AM—1430 kc**

**KVNI Coeur D'Alene, Idaho**—Granted license to cover CP which authorized new station on 1430 kc, 1 kw-DA, unlimited; conditions.

**Modification of CP**

**WJVB Jacksonville Beach, Fla.**—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location as in the 200 block of 1st Ave.

**AM—600 kc**

**KSJB Jamestown, N. Dak.**—Granted license to cover CP which authorized increase in power to 5 kw, installation of new transmitter and DA and change transmitter and studio location.

**AM—1450 kc**

**KEIO Pocatello, Idaho**—Granted license to cover CP which authorized new station on 1450 kc, 250 w, unlimited time, and to specify studio location; conditions.

**AM—1490 kc**

**KBLF Red Bluff, Calif.**—Granted license to cover CP which authorized new station on 1490 kc, 250 w, unlimited, and change studio location; conditions.

**Modification of CPs**

**WBOB Calax, Va.**—Granted modification of CP to change type of transmitter.

**KECK Odessa, Tex.**—Granted modification of CP which authorized new station, to change type of transmitter.

**WCOP Boston, Mass.**—Granted modification of CP for extension of completion date to 2-20-47.

**KCID Caldwell, Idaho**—Granted modification of CP which authorized new station, for approval of antenna and approval of transmitter location.

### Jan. 21 Applications . . .

**Accepted for Filing**

**AM—570 kc**

**WQQW Washington**—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

**AM—1190 kc**

**WKOX Framingham, Mass.**—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

**AM—1450 kc**

**WKXL Concord, N. H.**—CP to make changes in transmitting equipment.

**AM—1120 kc**

**WWOL Lackawanna, N. Y.**—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

**Voluntary Assignment**

**W2XMT New York**—Voluntary assignment of license to Metropolitan Bcstg. and Television.

**Voluntary Assignment**

**WABF New York**—Voluntary assignment of license to Metropolitan Bcstg. and Television.

**AM—1330 kc**

**WBBC Flint, Mich.**—Modification of CP which authorized new standard station, to make changes in antenna and to change transmitter location.

**AM—1490 kc**

**WESB Bradford, Pa.**—Modification of CP which authorized new standard station, for approval of antenna, change type of transmitter, for approval of

*(Continued on page 70)*

FOR GREATER COVERAGE AT LESS COST PER CAPITA IN PENNSYLVANIA'S RICH ANTHRACITE REGION

1000 W **WHWL** 730 KC

IS A MUST!

*"ANTHRACITE'S GREATEST DAYTIME COVERAGE"*

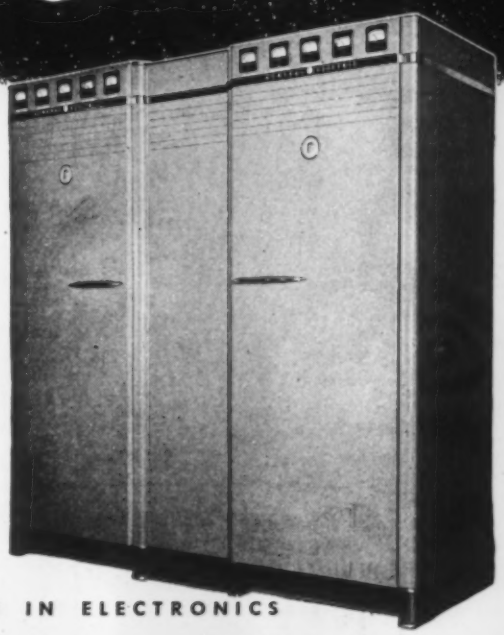
NANTICOKE, PA.

FORJOE & COMPANY
*National Representatives*

*EXPECTED ON THE AIR SOON!*

# 100

## FM TRANSMITTERS shipped!



HERE is the one hundredth FM broadcast transmitter produced by G. E. It was shipped on January 10th. Nearly 150 more, on order, are now being built.

This 3 KW transmitter incorporates the famous Phasitron circuit plus many other technical advances by General Electric. It is one of the units in the complete General Electric line of transmitters which range in power from 250 W to 50 KW.

These FM transmitters have proved their efficiency and economy in stations throughout the country.

For complete information on these transmitters, designed and built to assure you lower costs per hour of operation, write or call your nearest General Electric broadcast sales engineer, or the *Electronics Department, General Electric Company, Syracuse 1, New York.*

FIRST AND GREATEST NAME IN ELECTRONICS

**GENERAL ELECTRIC**

160-71-9814

## RCA Mercury-Vapor Rectifier Tubes

You get *plus* values from RCA in Mercury-Vapor Rectifier Tubes for these reasons:—

**Complete Line** You can get the mercury-vapor rectifiers you need from RCA . . . including such well-known types as RCA-857-B, 869-B, 872-A/872, 8008, 866-A/866, 816, 575-A, and 673.

**Improved Design** RCA has made many improvements in the types listed above—improvements in basic design that have resulted in longer tube life, more efficient service, greater operating economy.

**More for Your Money** RCA continues to lead the way with more efficient manufacturing methods, new materials, and improved quality control which results in *better* tubes at *less* cost to you.

You can get these *plus* values for your station by specifying RCA when new tubes are needed. For information on RCA tubes, write RCA, Sales Division, Section P-36A2, Harrison, New Jersey.

**THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA**

RCA TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.


MUSICAL QUIZ show titled "An Evening at Angelo's" is new program heard on WKXL Concord, N. H. Sponsored by Angelo's Restaurant, that city, show offers free dinner at restaurant, free tickets to local movie and free transportation during the evening in Concord Cab Co. limousine to listeners phoning identification of songs played.

### Radio Awards

RADIO PUBLIC SERVICE AWARD for 1946 was given to "Standard Hour," NBC Western Division show sponsored by Standard Oil of California, for "contributing a unique and outstanding public service to the people of the West by their insistence upon the highest cultural and artistic standards." Los Angeles Catholic Archdiocese, sponsor of award, presented scroll to H. H. Roberts, public relations manager of Standard Oil, with duplicate scrolls going to Frank Barton, program announcer, and Andrew C. Love, network producer. Secondary awards were made to KGFJ Los Angeles for its six weekly recorded "Musical Digest" and KFAC for its weekly recorded "Evening Concert," sponsored by Southern Counties Gas Co., Los Angeles.

### College News Series

DRAMATIC story of postwar activity at Ohio colleges is theme of new series to begin Feb. 1 on WOSU Columbus, outlet of Ohio State U. Show titled "Campus Cavalcade" will be aired Sat. 11:30-11:45 a.m. Format will be brief roundup of week's top news from colleges. Mrs. Zenith H. Gross, assistant to Harold K. Schellegner, director of public relations at Ohio State U., will handle scriptwriting and broadcasting. Ohio schools participating in "Cavalcade" will supply Ohio State U. public relations office with news coverage of their campuses and will publicize dates and listening time in their college communities.

### Teen-Age Talent

WEEKLY teen-age talent show, "Quest for Talent," aired over WHBQ Memphis offers monthly scholarship in speech, music or allied arts to outstanding performer. Thirty or more contestants appear each week. Musical performances of students of Memphis schools also are presented over WHBQ on program titled, "Boys and Girls Inc." Marion Hale, Memphis Park Commission aide, and Gordon Lawhead, m.c., present high school glee clubs and other groups.

### MBS Changes

MBS has announced following program time changes: Trimount Clothing, sponsor of "Warden's Crime Cases," moved program Jan. 19 from Sun. 1-1:15 p.m. to 2-2:15 p.m. Agency, William Weintraub & Co., New York. "Married for Life," MBS sustainer, Jan. 18 moved from Sun. 2-2:30 p.m. to Sat. 10:30-11 a.m. Miles Labs., sponsor of "Queen for a Day," moves program from Mon through Fri. 2:30-3 p.m. to 2-2:30 p.m. Agency is Wade Adv.

### Program Available

TRANSCRIBED program, plugging March of Dimes, has been presented to National Foundation for Infantile Paralysis by David Selznick. Hollywood film producer, for national release on stations. Ted Wick, director of radio for Selznick, produced show which features Lionel Barrymore, Jennifer Jones, Gregory Peck, Joseph Cotten and music by Dimitri Tiomkin.

### Judge Resumes Series

JUDGE Reva Beck Bosone Salt Lake City's celebrated woman jurist, has returned to the air over KDYL Salt Lake City in "Her Honor, the Judge," Tues. 5:45-6 p.m. (CST). She comments on cases in court, conducts safety campaigns. Her programs have been endorsed by the Salt Lake Council of Women.

### Catholic School Series

TO DESCRIBE the philosophy and methods of teaching in Catholic schools and their relation to public schools, series of weekly Thursday evening programs has been started by WWSW Pittsburgh under title "The Catholic School Forum." Rev. Thomas J. Quigley, superintendent of Catholic schools, conducts program which also answers questions from listeners.

### Income Tax Review

THREE programs on income tax returns have been scheduled by WTAG Worcester, Mass., with Joseph Stanley, division chief of the Worcester Internal Revenue Bureau office, conducting broadcasts. First discussion was aired Jan. 15. Other programs will be heard March 1 and 8.

### Children's Records

RECORD SHOW for children from ages one to five has been scheduled for Sat. 9:15 a.m. on KYW Philadelphia. Called "Tunes for Tiny Tots," the popular recordings of children's records are played by Stuart Wayne, who has been featuring children's records for a portion of his early morning weekday "KYW Musical Clock" for a year and a half.

# PROGRAMS

### Court on WGNS

MONTHLY proceedings of the Rutherford (Tenn.) County Court are now being aired on WGNS Murfreesboro, Tenn. First program was on Jan. 13.

### NBC Program Shifts

NEW five-times weekly program, "Tropicana," has started on NBC, Mon. 9:45-10 a.m., featuring Jose Bethancourt's Latin American music. Two other NBC shows have moved to new time spots: Nelson Olmsted, story-teller, from Mon. through Fri. 9:45 a.m. to 10:15-10:30 a.m., period vacated by "Lora Lawton," serial which is now heard Mon. through Fri. from 11:45 a.m.-12 noon.

### Video Puppet-Drama

PUPPET-DRAMA, featuring Burt Tillstrom, puppeteer whose shows are featured in children's department of Marshall Field & Co., Chicago, has been telecast over WBKB Chicago to dramatize General Mills' commercials on its sponsorship of weekly hockey matches, Wed. 8:30 p.m. (CST). General Mills has indicated interest in continuing the novel type of commercials, it was said.

### Child-Parent Relationships

WNEW New York, in cooperation with the Child Study Assn. of America, Jan. 21 begins a new 13-week program titled "For Parents Only." Program will concern itself with all aspects of parent and child relationships and will include discussions of radio, arts, books, school, play, comics, character, movies and home life.

### Story Hour

JUVENILE program titled "Children's Story Hour" has been started by WSOC Charlotte, N. C., Sat. 10:15 a.m. Show is broadcast from children's department of Charlotte and Mecklenburg County Public Library and is handled by Eleanor Belk, director of young people's work at Myers Park Presbyterian church, and Trippie Walker, women's commentator at WSOC.

### Changes News Policy

KMPC Hollywood Feb. 15 discontinues daily five-minute news on the hour every hour, to concentrate on building basic policy of full 15-minute newscasts on even hours only.

### To Telecast Baseball

TELEVISION broadcasts of this year's home games of St. Louis Cardinals baseball club will be handled by KSD-TV St. Louis Post-Dispatch station soon to be on air. KSD-TV also has entered into discussions with management of St. Louis Browns club with view toward broadcasting some of its home games. TV broadcasts will cover area 35 to 40 miles.

### Encourages Vocalists

DESIGNED to encourage professional careers for singers of popular songs, WPEN Philadelphia has started a half-hour Saturday afternoon program titled "Vocals by Locals." Local singers present their offerings to accompaniment of recorded instrumental groups.

### Baseball Coverage

WCPO Cincinnati has signed for exclusive broadcast rights of Cincinnati Reds baseball games for 1947 and 1948 seasons. Burger Brewing Co., that city, will sponsor broadcasts and Johnny Nuen, WCPO announcer, will handle play by play description. Mr. Nuen enters his sixth year as broadcaster of Red's games.

### Youth on CJOC

EACH Saturday evening CJOC Lethbridge, Alta., now broadcasts a half hour program from the local YMCA with the Teen Age Club putting on entire show. Primarily a dance program, the half-hour gives teen-agers a chance to announce and produce the program and gain experience in programming, public delivery and self-confidence.

### UCLA Round Table

ROUND TABLE discussion between UCLA college students and members of faculty is theme of "UCLA Idea Exchange," new weekly half-hour show on KLAC Hollywood. Participants in discussion rotate weekly and show originates from home of professor.

### Fashion Battle

CRITICISM of each other's clothes by men and women is theme of new series titled "Personal Appearance" started on WNEW New York. Show features Richard Willis, fashion and beauty, and presents two juries, one of each sex, who discuss fashions.

### Music Series

NEW SERIES called "Music in the Newark Schools" has been started by WAAT Newark in cooperation with Board of Education. Aired Sat. 11:30-11:45 a.m., show is under direction of Agnes C. Murphy, director of the department of music education.

### WTOP Commended

COMMENDATION for station's contribution to success of Washington Community Chest campaign has been awarded to WTOP that city by Daniel W. Bell, Community Chest Campaign chairman.

---

REPRINTS of scripts of NBC's "Our Foreign Policy" series are to be distributed by the American Assn. for the UN to study groups throughout the country to further understanding of the purpose and operation of the UN.


IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

ASK *HEADLEY REED*

WFMJ
YOUNGSTOWN, OHIO

COMING SOON 5000 WATTS

# *In The Public Interest*

KGW's weekly dramatization of news events of particular interest to residents of Portland and the Pacific Northwest, has dealt with such diverse subjects as the effects of the coal strike on this area, to the dramatic story of a man who regained his speech after 28 years of muteness; has interviewed such famous persons as ex-Marine General Evans Carlson, Secretary of Agriculture Clinton Anderson, Oregon's Governor Earl Snell, Harold Stassen, and Albert Goss, Master of the National Grange.

Bob Thomlinson, KGW chief announcer and director of special events, has been active in providing on-the-spot pickups and wire recordings of news events.

It's a timely, informative, entertaining supplement to KGW's complete local and national news coverage – an outstanding example of KGW's activities "in the public interest".

*In The Public Interest, broadcast every Friday evening at 9:30, is available for sponsorship. Contact your nearest Petry office, or Station KGW direct.*

**KGW**

**620 ON YOUR DIAL**

**AFFILIATED WITH** NBC

TOM SWAFFORD
Writer and Producer

EARL PETERSEN
Engineer
*(Above)*

WAYNE ROBERTS
Narrator
*(Center)*

GLENN SHELLEY
Organist
*(Below)*

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

## BMB Shows Approved Ways to Use Its Maps

BMB SUBSCRIBER stations have received folders outlining three approved methods of using BMB maps, data in station promotion.

(1) If map can show within county's boundary BMB per cent and audience figures for county and measured cities, no additional tabulations required. If map shows only percentage figures, complete data to be shown by accompanying table.

(2) If map cannot show full percentage figures for each county, they may be indicated by use of deciles (5 equals 50-59%, etc.). must be accompanied by detailed listing of full reported percent and audience figures by county and city or summary table of audiences totalled by deciles.

(3) Stations with maps too large to include even county decile figures may reprint BMB maps if they use color, shading or cross-hatching to show at lease two categories of audience penetration.

## Byrd Interviewed

SOME of the difficulties encountered in polar exploration were described for radio listeners of Virginia's Tidewater area by Admiral Richard E. Byrd in an interview over WTAR Norfolk shortly before the Byrd expedition sailed for the Antarctic recently. The interview was wire-recorded aboard the admiral's ship, the aircraft carrier *U. S. S. Philippine Sea*, and was heard the next night as part of *Norfolk Speaks*, a daily public service program of WTAR.

## Television Arrest

WHAT IS BELIEVED to have been the first arrest attributed to a television broadcast occurred Jan. 17 in Brooklyn when Patrolman John T. Murray arrested two men for betting on a prize fight. The arrest was made in a Brooklyn bar which has a teleset, immediately after the telecast of the Billy Graham-Bobby Kessler bout, when a customer, after the decision had been announced, pulled a $5 bill out of his pocket and handed it to his companion. Trial is set for Jan. 28 in Flatbush Court.


# SERVICE DIRECTORY

**FREQUENCY MEASURING SERVICE**
Exact Measurements — at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

**Custom-Built Equipment**
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

*The*
Robert L. Kaufman
*Organization*
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

**RADIO ENGINEERING CO.**
*Consultants*
Installation • Allocation • Field and Antenna Measurements
Norwood J. Patterson, Owner
1355 Market Street Room 1010
San Francisco 3, California
Phone: Market 8173

**TOWER SALES & ERECTING CO.**
*Radio Towers*
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

**J. B. HATFIELD**
CONSULTING RADIO ENGINEER
936 35th Ave. Prospect 7860
SEATTLE 22, WASHINGTON

Complete Technical and Management Consulting Service
Immediate VHF and FM Field Measurement Service Available
Engineering Research Associates, Inc.
Washington Office: 1129 Vermont Ave., N.W. Phone: Executive 4742
Laboratories: St. Paul 4, Minn. Phone: Nestor 9601

*A. R. Bitter*
CONSULTING RADIO ENGINEER
TOLEDO 4, OHIO

**Barclay & Saxon**
Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas

**ROBERT M. SILLIMAN**
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. NA 6485
Washington, D. C.

**FREQUENCY MEASURING SERVICE**
*Highest Accuracy—Anytime*
STANDARD MEASUREMENTS
Division of Radio-Electronics, Inc.
Phone 2652 Enid, Okla.

Over-all broadcast station planning and guidance, designs, layouts, construction spec., architectural direction, equipment needs, wiring diagrams, programming, sales, rate structure, promotion, personnel selection, operating procedure. Inquiries invited.
ERNEST A. BARBEAU
*Radio Station Consultant*
84 Furman Street Schenectady, N. Y.


## FCC Actions

(*Continued from page 66*)

### Applications Cont.:

transmitter location and to specify studio location.

**AM—1400 kc**

**KCLA Pine Bluff, Ark.**—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

**AM—1490 kc**

**WFLB Favetteville, N. C.**—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, and for approval of transmitter location.

**AM—970 kc**

**KFMJ Tulsa, Okla.**—CP to change frequency from 1050 to 970 kc, change hours of operation from daytime to unlimited, change power from 1 kw day to 500 w night, 1 kw day and install new transmitter and DA for day and night use.

**AM—860 kc**

**Texas Star Bcstg. Co., San Antonio, Tex.**—CP for new standard station 860 kc, 1 kw night, 5 kw day, DA for night use and unlimited hours of operation.

**AM—1240 kc**

**KWOS Jefferson City, Mo.**—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

**AM—1450 kc**

**The McCook Bcstg. Co., McCook, Neb.**—CP for new standard station 1450 kc, 250 w and unlimited.

**AM—1490 kc**

**KTYL Mesa, Ariz.**—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

**AM—1230 kc**

**KPHO Phoenix, Ariz.**—Authority to determine operating power by direct measurement of antenna power.

**AM—1230 kc**

**KYNG Idaho Falls, Ida.**—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

**AM—1400 kc**

**KUGN Eugene, Ore.**—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

**AM—1240 kc**

**KRAL Rawlins, Wyo.**—Modification of CP which authorized new standard station, to make changes in vertical antenna and change transmitter and studio locations.

### Applications Dismissed:

**AM—1400 kc**

**Veterans Bcstg. Service Inc., Baltimore, Md.**—CP for new standard station 1400 kc, 250 w and unlimited. Dismissed by request of applicant.

**AM—1400 kc**

**WSAM Saginaw, Mich.**—CP to install synchronous amplifier on 1400 kc, 100 w and unlimited, to specify type of transmitter, synchronized with station WSAM, Saginaw, Mich.—AMENDED: to change hours of operation from 100 w unlimited to 100 w nighttime only. Dismissed Jan. 16 request of attorney.

**License Renewal**

**WEPM Martinsburg, W. Va.**—License renewal.

**License Renewal**

**W2XCB area of New York**—License renewal experimental television station of CBS.

**W9XFT Fort Wayne, Ind.**—License renewal experimental television station of Farnsworth Television and Radio Corp.

### Applications Tendered for Filing:

**AM—1110 kc**

**Big Island Bcstg. Co., Hilo, T. H.**—CP for new standard station 1110 kc, 1 kw and unlimited.

**AM—1170 kc**

**New City Bcstg. Co., Torrington, Conn.**—CP for new standard station 1170 kc, 1 kw and daytime.

**AM—1080 kc**

**John J. Laux, Niagara Falls, N. Y.**—CP for new standard station 1080 kc, 1 kw and daytime.

**Voluntary Assignment**

**WHIZ Zanesville, Ohio**—Consent to assignment of license and conditional FM grant of WHIZ to Southeastern Ohio Bcstg. System.

**AM—1490 kc**

**Biloxi Bcstg. Co., Biloxi, Miss.**—CP for new standard station 1490 kc, 250 w and unlimited.

## Jan. 22 Decisions . . .

**AM—1230 kc**

**Parkersburg Bcstg. Co., Parkersburg, W. Va.**—Commission removed application for new station on 1230 kc, 250 w, unlimited time, from hearing docket pursuant to provisions of Sec. 1.391 of Commissions Rules and Regulations and record in matter is closed.

## Jan. 22 Applications . . .

**ACCEPTED FOR FILING**

**TV—Completion Date**

**WMAR Baltimore**—Modification of CP which authorized new commercial television station, for extension of completion date.

**AM—1450 kc**

**WFBG Atlantic City**—CP to install auxiliary transmitter at present site of main transmitter to be operated on 1450 kc, 250 w.

**FM—88.1 mc**

**Seton Hall College, South Orange, N. J.**—CP for new non-commercial educational station to be operated on channel 201, 88.1 mc, 250 w, emission special for FM and unlimited.

**TV—Location Change**

**WBZ-TV Boston**—Modification of CP which authorized new commercial television station, to specify type of transmitter, to change studio and transmitter locations and make changes in antenna system.

**AM—1260 kc**

**WOL Washington**—CP to move old main transmitter to present location of main transmitter to be used as an auxiliary transmitter with power of 1 kw, employing DA for day and night.

**AM—830 kc**

**WZHD Inc., Warren, Ohio**—CP for new standard station 830 kc, 1 kw, daytime.

**AM—1450 kc**

**WPAM Pottsville, Pa.**—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

**AM—1220 kc**

**WSFT Thomaston, Ga.**—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

**AM—1150 kc**

**WFNS Burlington, N. C.**—Modification of CP which authorized new standard station, to change type of transmitter.

**FM—Unassigned**

**Greensboro Bcstg. Co., Greensboro, N. C.**—CP for new FM station on frequency to be assigned by FCC—AMENDED: to change directors, officers and stockholders.

**AM—990 kc**

**WJMR New Orleans, La.**—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

**AM—1340 kc**

**WHAN Charleston, S. C.**—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

**AM—890 kc**

**Longview Bcstg. Co., Longview, Tex.**—CP for new standard station on 890 kc, 250 w and daytime.

**Remote Pickup—35.82 mc**

**James E. Murray, area of Hutchinson, Kan.**—CP for new remote pickup station to be operated on 30.82, 33.74, 35.48 and 37.98 mc, power of 50 w and emission A3—AMENDED: to change frequency to 35.82 mc.

**AM—1260 kc**

**Kenneth O. Tinkham, San Fernando, Calif.**—CP for new standard station 1260 kc, 1 kw, directional antenna and unlimited hours.

**AM—1490 kc**

**Bear State Broadcasters, Van Nuys, Calif.**—CP for new standard station 1490 kc, 250 w and unlimited.

**AM—1240 kc**

**Inland Broadcast Co., Weiser, Idaho**—CP for new standard station 1240 kc, 250 w, unlimited.

**TV Experimental**

**Albuquerque Bcstg. Co., Albuquerque, N. M.**—CP for new experimental television relay station on 6800-7050 mc, power of .001 w, emission A5 and unlimited hours.

**License Renewal**

**W6XLA area of Los Angeles**—License renewal experimental television station.
**W6XYZ Pasadena, Calif.**—Same.
**WNBT New York**—License renewal commercial television station.

(*Continued on page 77*)

# *Buy* KNOW... *and you sell* AUSTIN

**Keep your sales chart on the up and up. Use KNOW to reach the ready-to-buy, able-to-buy audience of the rich Austin market.**

**In listener loyalty and sellability, KNOW is Austin's leading station. Users of KNOW time always come back for more, because KNOW delivers more dialers per dollar, and Austin delivers more dollars per dialer.**

**Put KNOW on your *must* list today . . . watch your sales chart climb.**

# PROMOTION

**BUD SHAVER,** before 46 months' service in AAF sports director of WXYZ Detroit and former vice president and general manager of the Detroit Lions professional football team for 15 years, is now publicity director of WWJ Detroit. He succeeds **LANSING PITTMAN.**

**WILLIAM L. BARLOW** has resigned as public relations director at WINS New York.

**ROBERT J. McANDREWS,** advertising and promotion manager of NBC Western Division, is the father of a boy, Michael Anthony, born Jan. 17.

**FRANK WIGHAM,** former newspaperman and more recently Los Angeles Community Chest publicist, has joined ABC Hollywood publicity department.

### Promotes Program

DURING the month of January, Liggett & Myers Tobacco Co. (Chesterfields), has used double page spreads in Life, Look, Colliers, Saturday Evening Post and American Weekly to promote its "Chesterfield Supper Club" featuring Jo Stafford and Perry Como, aired five times weekly on NBC. The combined circulation figure estimated for the promotion campaign is 23,934,096, with an approximate readership of 91,715,976. The campaign is one of the largest placed in other media to promote a radio show. Newell Emmett Co., New York is agency.

### 1947 Contest Set

A 1947 SCRIPT award competition to encourage superior radio writing talent, with a first prize of $2,000, will be started Jan. 29 on the "Dr. Christian" program, sponsored on CBS, Wed. 8:30-9 p.m. by the Chesebrough Mfg. Co. In addition to the winning play, about 50 scripts per year are selected for use on the program and paid for at rates from $150 to $350 each. More than 235 prize scripts, submitted in five previous annual competitions, have been broadcast on the program. Agency for Chesebrough is McCann-Erickson, New York.

### Fluorescent Technique

FLUORESCENT paints and ultra-violet light are used to produce "live" third-dimensional effects in KGO San Francisco poster displays to promote "Murder and Mr. Malone," new Craig Rice thriller sponsored by Wine Growers Guild. Overcoming drawbacks of other type fluorescent paints which showed true color only when exposed to "black" light, these paints show same colors in both natural light and ultra-violet, with the colors greatly intensified under ultra-violet. Display includes information about the program, its cast and writer, and an illuminated bottle of the sponsor's product.

### Brochure for RPM

SPIRAL-bound brochure, illustrated and done in several colors, has been prepared and distributed by Radio Programas de Mexico, transcribed program service and network headed by Emilio Azcarraga, operator of XEW Mexico City. Brochure includes map of Mexico showing affiliated stations and networks; photos of executives of affiliated stations as well as lists of RPM stations in Mexico and other Central and South American countries; illustrated survey of RPM functional and technical operations as well as introduction of RPM officials. List of advertising clients also is presented.

### WOV Scholarship

THE SECOND WOV New York piano scholarship trial began Jan. 17, featuring Fred Robbins, Peggy Lloyd and Bill Gordon, WOV record m.cs., who are promoting the scholarship entry period in the coming weeks, and Warren Vaugh, winner of last year's contest. Entries to the contest, open to all high school and college students in New York and the surrounding areas, will be accepted until midnight Feb. 22. First prize is 12 private lessons with Teddy Wilson; second prize nine lessons, and third prize, six lessons.

### Symphony Record Promotion

RCA VICTOR Division, New York, in behalf of Victor Red Seal records, will back up the tours of three major symphony orchestras with exploitation, point of sale promotions, special publicity campaigns and co-op advertising. The three orchestras, all exclusive Red Seal recording units, are the Boston Symphony Orchestra under Dr. Serge Koussevitzky, the San Francisco Orchestra under Pierre Monteux, and the Minneapolis Symphony Orchestra under Dimitri Mitropoulos.

### CRC Kit on Robbins

FRED ROBBINS, who as m.c. of the "Columbia Record Shop" is heard over 335 stations throughout the country, is the subject of a new publicity kit just released by the Columbia Recording Corp. The kit contains cuts of the youthful "professor of thermodynamics" and a glossary of "Robbinsisms," musical phrases used by Mr. Robbins on his programs. It will be distributed to stations for release to local newspapers.

### Newcomers Welcomed

WSOC Charlotte, N. C. welcomes all newcomers to the city with a letter calling attention to the station's programs and network affiliation (NBC). Letter contains invitation to visit WSOC studios.

### Feature Story

FEATURE story and action picture about James Sheard, new baritone heard on WLAW Lawrence, Mass., was presented in the Jan. 6 issue of the Lawrence Evening Tribune.

### Religious Hour Promotion

PLACARDS featuring WOWO Fort Wayne, Ind., program "Hour of St. Francis" are being placed in vestibules of all Catholic churches in Fort Wayne diocese. As further promotion of program, two-color leaflets giving call letters and time of broadcast are being distributed by members of Third Order of St. Francis.

**NEW PUBLICITY** and promotion director of WMPS Memphis, Matty Brescia (l), is congratulated by the man he succeeds, M. J. Vosse Jr. (r), who resigns to open his own advertising agency in Memphis Feb. 1. Announcement was made last week by Harold R. Krelstein (c), vice president and general manager of WMPS. Mr. Brescia formerly had been night editor of the NBC Central Division press department. Advertising by Vosse is name of new agency which will specialize in radio with office at 432 Goodwyn Institute Bldg. Mr. Vosse has been in advertising for 15 years.

### Sold Out

TICKETS for all performances of Ruth Lyons' "Fifty Club," heard over WLW Cincinnati, Mon.-Fri., 1 p.m., have been sold out through Dec. 31, 1947. Only 50 tickets are sold to each performance of show which originates in Hotel Gibson that city. Ticket also includes luncheon which precedes broadcast. Demand for tickets has been far ahead of supply since program went on air in February 1946.

### Ralston Contest

RALSTON-PURINA Co. St. Louis, is conducting a special two-week promotion contest on its new MBS "Checkerboard Jamboree" program, Mon. through Fri. 12 noon-12:15 p.m. Ten sets of silverplate are being offered as prizes for those who in 50 words best complete the statement: "I like 'Checkerboard Jamboree' because . . ." Agency is Gardner Adv., St. Louis.

### WPAT Booklet

WPAT Paterson, N. J., has sent to agencies and sponsors a booklet describing its programs and including coverage map, rate card and monthly program schedule. Additional fillers on new WPAT shows will be sent out by the station from time to time.

### Boosts Disc Show

WLAW Lawrence, Mass. is promoting its Bob Moore record show, aired for an hour at midnight six times weekly, with newspaper advertising, postcards and special prizes to listeners who write Mr. Moore from the greatest distance. Bob Moore returned to WLAW recently after three years in the Army.

### KLZ Account

KLZ Denver has prepared new multiple fold mailing piece showing various action shots and giving data on activities of Lowell Watts, station's farm reporter, during first year of operation (1946). Booklet is being mailed to 2,000 leaders in education, business and advertising circles throughout nation.

### 'Quick Facts' Folder

STATISTICAL pocket piece has been prepared by Nunn Stations (KFDA WBIR WLAP WMOB WCMI) for use by station personnel in supplementing Hooper, BMB reports and coverage maps. Pocket piece contains "quick facts" about the five Nunn stations and areas they serve.

### Follows ABC Pattern

TAKING cue from ABC build-up of Wednesday as Bing's Day in promoting the Bing Crosby series, KGFJ Hollywood is advertising Ted Lenz, record m.c., with "Wednesday is Lenz Day too. And so is Monday, Tuesday, Thursday, Friday, etc."

### Program Attraction

FOLDER prepared by NBC Western Division titled "But How Do You Measure a Market?", reviews facts which attract audiences regardless of the area in which the station is located, be it in agricultural Boise, Ida., or wealthy, retiring Santa Barbara, Calif.

### WPIK Contour Map

FIELD intensity contour map, in the form of a promotion brochure, has been prepared by WPIK Alexandria, Va. Station's coverage is compared with the other stations in the National Capital area. Piece has been sent to radio directors of principal agencies in the U. S.

### Hallicrafters Folder

HALLICRAFTERS Co., Chicago, has issued folder announcing removal of its plant to 4401 W. Fifth Ave. Also included is an invitation to inspect the new plant and laboratories.

## Emerson Radio's Yearly Net Sets All-Time Record

EMERSON RADIO & Phonograph Corp., in its report released last week for the fiscal year ending Oct. 31, 1946, showed a net income of $1,340,356, the largest in the history of the company. Net income for the year is equal to $3.35 a share on 400,000 capital shares compared to $806,696, or $2.01 a share, for the fiscal year ended Oct. 31, 1945.

Benjamin Abrams, president, reported that the net income for the period just ended was 66% greater than the largest reported in any single previous year. Discussing the outlook for the future, he said the company is entering 1947 with undiminished trade and public demand for its products, with the accent still on small radios.


THE VOICE OF MISSISSIPPI

WJDX

1,000 N
5,000 D

JACKSON

N. B. C.

INCOME JUMPS UP 175.2%

Total income payments to individuals in Mississippi increased 161% from 1940 to 1945. Per capita payments for the same period showed a gain of 175.2%, as compared to a national increase of 100%.* Alert advertisers will realize that every advertising dollar spent in Mississippi will now bring greater than average returns.

WJDX—the DOMINANT "Voice of Mississippi"—effectively, efficiently covers this growing market.

* U. S. Dept. of Commerce

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON MISSISSIPPI



NBC IN THE PACIFIC SINCE 1931

KGU HONOLULU

The BEST IN RADIO

HAWAII'S FIRST STATION NBC

Affiliated with THE HONOLULU ADVERTISER · Represented by THE KATZ AGENCY, INC.

# Behind Every IBM Electric Typewriter

***...Sixteen Years of Proved All-Electric Performance***

The IBM Electric Typewriter is backed by 16 years of commercial production and use in businesses of all types.

It has completely electric keyboard operation, including electric carriage return, line spacing, shift key, back spacer, tabulator and space bar. These features enable the typist to produce more letters with less effort.

IBM Electric Typewriters produce the ultimate in quantity and quality of carbon copies—with a feather-light touch.

There is an IBM Electric Typewriter for every typing purpose: the Standard for regular correspondence; the Executive for letters with the distinguished appearance of fine printing; the Formswriter for bills and orders; the Hektowriter for reproduction work on a liquid duplicating machine, and others for particular applications.

# IBM

## ELECTRIC TYPEWRITERS

**ELECTRIC PUNCHED CARD ACCOUNTING MACHINES AND SERVICE BUREAU FACILITIES • PROOF MACHINES • TIME RECORDERS AND ELECTRIC TIME SYSTEMS**

**International Business Machines Corporation, World Headquarters Bldg., 590 Madison Avenue, New York 22, N. Y.**

## TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

**LARRY FENLY** is transferring his headquarters from New York to Hollywood Jan. 25 where he will continue to handle his transcribed shows "Flight With Music" and "Mert & Marge." He also will take over the distribution of television sets for Medco Radio and Television Co., New York, on the West Coast. Office will be located at 747 South Hill St. Los Angeles. A branch New York office will be retained. Mr. Fenly plans to cut a series of new transcriptions for "Flight With Music" and "Mert & Marge."

**TOM CARR** has withdrawn from Carr & Stark, New York, package firm, and hereafter the organization is known as Charles Stark Inc.

**HARRY HICKOX**, radio freelance for 12 months and prior to Army service with Interstate Theatres, Dallas, has joined The Cardinal Co., Hollywood program packager, as assistant to **BERT HORSWELL**, station relations director.

**PAUL MORRIS**, formerly with WGRC Louisville and WCAO Baltimore and recently returned from Europe after resigning as program director of American Forces Network station in Berlin, has joined Radio Package Features, New Orleans.

**MILTON J. KRAMER**, and **AL GARRY**, radio writers, have developed a new radio version of "Detective O'Malley" a Saturday Evening Post feature. The radio version will be offered to agencies and networks as a package show.

**THE ALL-AMERICAN RADIO FORUM**, New York, last week released the first in a series of transcribed 15-minute "Book Previews" which it hopes to sell to 20 leading book publishers for sponsorship over 45 stations throughout the country. First transcription sent out last week on a sustaining basis was a discussion of Eric Hodgins' new book, "Mr. Blandings Builds His Dream House."

**RAY DOREY**, baritone at WBZ Boston and WBZA Springfield, Mass., has signed a two-year contract to record for Majestic Records. Former Benny Goodman soloist, Mr. Dorey also is heard on NBC "Boston Tune Party." First discs are to be ready in March.

**DON McNAMARA**, television director of Telefilm Inc., Hollywood, starts weekly course in television at U. of California Extension Division beginning Feb. 19.

**LAWRENCE HAMMOND PRODUCTIONS** has appointed Harry S. Goodman Radio Productions as distributing agency for "Keeping Up With the Wigglesworths," transcribed series of which 78 programs have already been recorded by Hammond.

**JOSEF CHERNIAVSKY**, vice president and program director of Morton-Josef Radio Productions, Chicago, has resigned.

**E. J. BROMAN**, vice president and general manager of Universal Radio Productions, Hollywood, is in New York for two weeks contacting agency executives on summer replacement shows.

## To Record in Europe

BING CROSBY will cut several records for his Philco radio series in Europe during July and August, according to present plans. Upon completion of the Paramount picture "Road to Rio," he goes to New York and will make several recordings there before returning to Hollywoood preparatory to his European trip. Bill Morrow, writer-producer of Philco series, will accompany Mr. Crosby abroad. Supporting talent for discs will be drawn from roster of English stage, screen and music hall favorites. Recordings will be air-expressed back to the United States for regular spotting. Bob Hope, who will tour the European continent at that time, will team with Mr. Crosby in one of the discs.

## NEWS

**LADE CONLEE**, former news editor of KSOO-KELO Sioux Falls, S. D., has been named to that post at WHBQ Memphis. He previously had been with XMHA Shanghai as news correspondent, becoming affiliated with that station following association with the American Consulate in that city in 1938. Mr. Conlee returned to the U. S. just a month before Pearl Harbor to enlist in the Army as radio instructor.

**FRANK SINGISER**, network newscaster who entered radio in 1928 at WGY Schenectady, returns to that station Feb. 2 to present Sun. 1-1:15 p.m. news round-up of world events sponsored by Wultex Clothes. He will commute from his farm near Brandon, Vt.

**ARDEN BOOTH**, farm director at WREN Lawrence, Kan., and **JOHN BONDESON, WREN** promotion director, have been appointed to committee chairmanships in local Kiwanis Club for coming year.

**JOE H. PALMER**, New York Herald Tribune turf writer, has been appointed CBS racing broadcaster.

**DOUG JOHNSON**, news editor of WAGE Syracuse, has been designated the city's "Young Man of 1946" by the Syracuse Junior Chamber of Commerce because of an outstanding war record. He enlisted in 1940 as a private, advanced to captain, saw action in both the Pacific and European theatres and was wounded three times.

**EVERETT MITCHELL**, director of agriculture of the NBC Central Division, Feb. 3 addresses the Illinois Junior Chamber of Commerce at Joliet, Ill.

**FERGUS MUTRIE**, supervisor of farm broadcasts for CBC with headquarters at Toronto, is making a tour of stations and CBC studios throughout western Canada.

**TED TORLINA**, active in area sports for 15 years, has been named sportscaster of WIZE Springfield, Ohio, succeeding **BOB TERRY** program director, who will devote more time to programming. Mr. Terry will continue to coordinate various sports broadcasts, however.

**WINIFRED BRENNAUN**, former writer-producer of KCMJ Palm Springs, Calif. has joined CBS Hollywood newsroom staff.

**HARRY W. FLANNERY**, CBS Hollywood news analyst, will talk on "The Road to Peace on the Labor Front" when guest of Fresno (Calif.) Management Forum on Jan. 29.

**RALPH COLLIER**, New York freelance, is now heard on "Metropolitan News Round-up" over WEAF New York.

**BILL ROBBINS**, newscaster and announcer at WCKY Cincinnati, is the father of a boy.

**WILLIAM NEITFELD**, news editor of KFRC San Francisco, is the father of a girl.

**LES KEITEL**, former news editor of KELA Centralia, Wash., has joined KFWB Hollywood as news writer.

**JOSEPH E. DOOLEY**, member of the publicity staff since his release from the Army a year ago, has been named news editor of WFIL and WFIL-FM Philadelphia. He was news editor of WCAU Philadelphia before entering the service.

**FULTON LEWIS** jr., Washington correspondent for MBS, Feb. 5 will address annual dinner meeting of Kinston, N. Y., Chamber of Commerce. Mr. Lewis' broadcast that evening will originate from WKNY Kinston.

**ROBERT STURDEVANT**, ABC correspondent in Paris, is the father of a girl.

**BYRON DOWTY** of WDSU New Orleans announcing staff has been named sports director of that station.

**GALEN F. KOOSER**, former southern Minnesota farmer, Feb. 1 will join KYSM Mankato, Minn., as farm director and head of farm department of KYSM news room.

**DALLAS DeWEESE**, former newscaster at WTOL Toledo, has joined news staff of WLW Cincinnati. He will report the news Mon. through Sat. at 7:30 a.m., 12:30 p.m. and 6:15 p.m. under sponsorship of Standard Oil Co. of Ohio. Mr. DeWeese succeeds **DANIEL RISS**, resigned.

## Careful Selection Needed In Radio News, Ray Says

GOOD TASTE and the public interest must be kept in mind in preparing radio news copy, since radio is such an intimate medium, William B. Ray, manager of news and special events at NBC's Central Division, Chicago, told University of Illinois journalism students last week.

There are always borderline cases which are questionable on the air, and for this reason radio news must be selected more carefully than other types of news, Mr. Ray said.

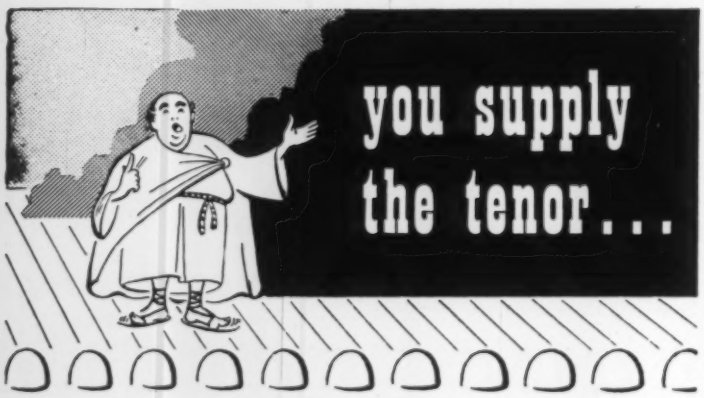
One of the "signs of the times" in radio, according to Mr. Ray, is the disappearance of any real distinction between news and special events. Special events are considered part of the news, and the special events broadcast is treated as a news broadcast, he said.

## BBM Report Mailed

BUREAU of Broadcast Measurement, Toronto, has issued station audience reports for the 68 Canadian BBM station members for 1946. The reports went out Jan. 18, replacing reports made in 1944 and issued in 1945. Revised maps of the sub-divisions of the electoral districts of the three prairie provinces, Manitoba, Saskatchewan and Alberta, also were issued. A complete set of reports of the 68 member stations, 58 privately-owned stations and 10 CBC stations, went to all member stations and advertising agency and station representative members. Area reports for Canada are expected to be issued soon simultaneously with those issued for the U. S.

**Scripts Invited**

WBBM Chicago has extended an invitation to all members of the Radio Writers Guild to submit scripts for a replacement for "The Whistler" program sponsored by Peter Hand Brewery Co., that city. "The Whistler" has been bought by Shaw-LeVally to replace "That's Finnigan" on CBS.


. . . and we of Harvey will supply that varied assortment of equipment needed to carry his voice across space. As distributors for America's leading brand names, we can promptly fill orders for tubes, test equipment, recorders, receivers, recording blanks and all other vital parts. As merchants with a backlog of 18 years experience, we know that you also require service and full value for every dollar you spend. That we can give you, too. Next time you need equipment, find out first what Harvey can do for you.

No matter where you are located, a letter, telegram or phone call will get you prompt action.

Telephone LOngacre 3-1800

HARVEY RADIO COMPANY

103 WEST 43rd STREET • NEW YORK 18, N. Y.

NOW 5000 WATTS

KTFI

TWIN FALLS • IDAHO

WEED & CO., *Representatives*

# NOW YOUR SALES CAN RISE WITH THE SUN

NEW ENGLANDERS rise to the melodies of The Down Homers, the popular program that greets the new day, 5:30-6:00 A.M., Monday through Saturday, on your NERN station.

NERN stations thus give you another fine opportunity for a head start in the entire New England market. This spirited combination stimulates a desire to buy in one of the most concentrated top-buying areas in the U. S.

## ONLY $85 PER MINUTE ANNOUNCEMENT

THE DOWN HOMERS first went on NERN's air April 1, 1946. Previously heard on mid-western stations and a national network. Now making personal appearances throughout New England. Recordings by Vogue. National distribution of original songs in book form.

**This program may be purchased on full sponsorship basis if you prefer.**

### NERN STATIONS

| | Frequency | Watts | |
|---|---|---|---|
| WBZ | 1030 | 50,000 | Boston, Mass. |
| WCSH | 970 | 5,000 | Portland, Maine |
| WJAR | 920 | 5,000 | Providence, R. I. |
| WLBZ | 620 | 5,000 | Bangor, Maine |
| WRDO | 1400 | 250 | Augusta, Maine |
| WTIC | 1080 | 50,000 | Hartford, Conn. |

- These stations are NBC affiliates and carry the nation's popular top-ranking shows.
- These stations represent over twice the power of any other combination in the area.

### NERN COVERAGE

New England — where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retailed goods are consumed annually.

New England — where 11% of the capital resources of U. S. banks are held.

### NERN TIME

A day-time quarter-hour costs only $296.
No line charges.
Free studio facilities in Boston, Hartford or New York.

**Nationally represented by**
**WEED & COMPANY**
**New York Boston Chicago Atlanta**
**Detroit San Francisco Hollywood**

'WHEN YOU BUY NERN YOU BUY A NETWORK'

**nern**

NEW ENGLAND REGIONAL NETWORK
HARTFORD CONNECTICUT

**IT'S A LIVELY DAY** dawning when "The Down Homers" sing and play their specially arranged selections of tuneful American folk music.

**IT'S A WIDE-AWAKE WAY** to make your cash register jingle at the start of each day's business.

# PROFESSIONAL DIRECTORY

**JANSKY & BAILEY**
*An Organization of Qualified Radio Engineers*
DEDICATED TO THE
*SERVICE OF BROADCASTING*
National Press Bldg., Wash., D. C.

**McNARY & WRATHALL**
CONSULTING RADIO ENGINEERS
983 National Press Bldg. DI. 1205
Washington, D. C.

**PAUL GODLEY CO.**
*Consulting Radio Engineers*
UPPER MONTCLAIR, N. J.
LABS: GREAT NOTCH, N. J.
Phone: LITTLE FALLS 4-1000

**GEORGE C. DAVIS**
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

**KEAR & KENNEDY**
*Consulting Radio Engineers*
1703 K St. N.W. REpublic 1951
Washington, D. C.

**Universal Research Laboratories**
ROYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
*Radio Engineering Consultants*

**A. EARL CULLUM, JR.**
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

**Colton & Foss, Inc.**
Electronic Consultants
• *WASHINGTON, D. C.* •
927 15th Street NW, REpublic 3883

**John Creutz**
*Consulting Radio Engineer*
319 Bond Bldg. REpublic 2151
Washington, D. C.

Broadcast — Allocation & Field Service
**GILLE BROS.**
CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

**WILLIAM E. BENNS, JR.**
Consulting Radio Engineer
830 Gregg Street
Columbia, South Carolina
Phone 7342

**H. V. Anderson**
AND ASSOCIATES
Consulting Radio Engineers
715 American Bank Bldg. Tel. RAymond 0111
New Orleans 12, Louisiana

**GUY C. HUTCHESON**
CONSULTING RADIO ENGINEER
1100 W. ABRAM STREET
ARLINGTON, TEXAS
PHONE—1218

**NATHAN WILLIAMS**
F M A M
Allocation & Field Engineering
20 Algoma Blvd.
Oshkosh, Wisc.
Ph: Blackhawk 22

**PREISMAN & BISER**
CONSULTING RADIO ENGINEERS
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C.—ADams 7299

**SINGLETON AND BARNARD**
*Consulting Radio Engineers*
AM FM Television Marine
1111 S.W. 5th Ave.
ATwater 0438
PORTLAND 4, OREGON

**GRETHER RADIO ELECTRONICS CORP.**
Julius L. Grether—William P. Grether
118 BROOKE AVENUE
NORFOLK 10, VIRGINIA
Phone Norfolk 26511—Nights 24408
CONSULTING RADIO ENGINEERS
AM INSTALLATION SPECIALISTS FM

**GEORGE H. JASPERT**
*Radio Consultant*
STATION OPERATION & MANAGEMENT
including appraisals, market studies, program policies.
Little Building Boston 16, Mass.
Hancock 4948

Radio Engineering Consultants
Frequency Monitoring
**Commercial Radio Equip. Co.**
• International Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

**RING & CLARK**
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
**GLENN D. GILLETT**
AND ASSOCIATES
Consulting Radio Engineers
982 National Press Bldg.
Washington, D. C.

**JOHN BARRON**
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

**RAYMOND M. WILMOTTE**
CONSULTING RADIO ENGINEER
**PAUL A. deMARS**
ASSOCIATE
1469 Church St., N.W., Washington 5, D.C.
Decatur 1234

CONSULTING RADIO ENGINEER
**JOHN J. KEEL**
EARLE BLDG. WASHINGTON, D. C.
NATIONAL 6513

**LOHNES & CULVER**
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

*Frank H. McIntosh*
*Consulting Radio Engineers*
710 14th St. N.W. ME. 4477
Washington, D. C.

**MAY and BOND**
CONSULTING RADIO ENGINEERS
★ ★ ★
1422 F St., N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

**HAROLD B. ROTHROCK**
*Consulting Radio Engineer*
1909 Eye St., N.W. NAtional 0196
Washington 6, D. C.

**GARO W. RAY**
*Consulting Radio Engineer*
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465
Instruments and Measurements

**LENT and POAST**
*CONSULTING ENGINEERS*
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

OUR 18TH YEAR
**Herbert L. Wilson**
Consulting Radio Engineers
1018 Vermont Ave., N.W. NA. 7161
Washington 5, D.C.
1000 No. Seward St. HO. 6321
Hollywood 38, Calif.

**HOLEY & HILLEGAS**
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

**ANDREW CO.**
*Consulting Radio Engineers*
363 E. 75th St. CHICAGO 19
Triangle 4400

CONSULTING RADIO ENGINEERS
**DIXIE B. McKEY & ASSOCIATES**
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

**WELDON & CARR**
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

**CHAMBERS & GARRISON**
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

## FCC Actions

*(Continued from page 70)*

### Applications Cont.:

**Applications Tendered for Filing:**

**AM—1340 kc**

**WWCO Waterbury, Conn.**—Consent to assignment of license to The Mattatuck Bcstg. Co.

**AM—1340 kc**

**WNCA Asheville, N. C.**—Consent to transfer of control from C. Frederic Rabell, Jack O. K. Barfield, James M. Earnest, Albin Knight, Alfred Miller, Richard M. Arnold—100% of stockholders of licensee corporation to Jacksonville Bcstg. Co.

**AM—1420 kc**

**Tri-County Bcstg. Co., Luling, Tex.**—CP for new standard station 1420 kc, 1 kw, unlimited operation and DA for night use.

**AM—1570 kc**

**Clarence L. Kraff-Clifford G. Graff, Clintonville, Wis.**—CP for new standard station 1570 kc, 250 w and unlimited.

### Jan. 23 Decisions . . .

**BY THE COMMISSION**

**Proposed Decisions:**

**KAKE Bcstg. Co., Wichita, Kan.**—Grant for new station, 1490 kc, 250 w, unlimited.

**Collinson-Wingate Bcstg. Co., Topeka, Kan.**—Grant for new station, 1490 kc, 250 w, unlimited; engineering conditions.

**Blue Valley Co., Independence, Mo.**—Grant for new station, 1510 kc, 1 kw, daytime.

**Air Capital Bcstg. Co., Wichita Beacon Bcstg. Co., and KCLC Bcstg. Co., Wichita, Kan.**—Denied requests for 1490 kc, 250 w, unlimited.

**KTOP Inc., Topeka, Kan.**—Grant for new station, 1400 kc, 250 w, unlimited.

**Emporia Bcstg. Co., Emporia, Kan.**—Grant for CP change frequency of KTSW from 1400 kc to 1490 kc, 250 w, unlimited.

**Inland Bcstg. Co., Lincoln, Neb.**—Commission proposes to sever application for new station to operate on 1400 kc, 250 w, unlimited, from other applications in this proceeding and remove it from hearing docket, to be considered by Commission together with application of Nebraska Bcstg. Co. to transfer KORN to Inland Bcstg. Co., and that of Inland Bcstg. Co. to establish new station at Fremont, Neb. upon which the instant application of Inland Bcstg. Co. is contingent.

### Jan. 23 Applications . . .

**Accepted for Filing**

**AM—550 kc**

**Dr. Francisco A. Marquez, Aguadilla, P. R.**—CP for new standard station 550 kc, 1 kw, unlimited.

**AM—560 kc**

**WFIL Philadelphia**—Modification of CP which authorized an increase in power, installation of new transmitter and DA for day and night use, and change in transmitter location, for extension of commencement and completion dates.

**AM—690 kc**

**Voice of Dixie, Birmingham, Ala.**—CP for new standard station, 690 kc, 10 kw, DA for night use, unlimited. Amended to change hours of operation from unlimited to daytime only and make changes in vertical antenna and ground system.

**AM—1100 kc**

**WLBB Carrollton, Ga.**—Modification of CP which authorized new standard station, to change type of transmitter.

**AM—1110 kc**

**WSLA Hammond, La.**—Modification of CP which authorized new standard station, for approval of antenna and transmitter location.

**AM—1360 kc**

**KXOL Fort Worth, Tex.**—Modification of CP which authorized new standard station, to change type of transmitter and to specify studio location.

**FM—94.7 mc**

**WMLL Evansville, Ind.**—CP to change frequency 44,500 to 43,100 kc, move transmitter and install new antenna and transmitter. AMENDED to change frequency from 43.1 kc to channel 234, 94.7 mc, ERP from 173,122 w to 20 kw, type of transmitter from composite maximum 57,500 w to composite maximum 10 kw and make changes in antenna system.

**AM—1450 kc**

**KXLL Missoula, Mont.**—Modification of CP which authorized new standard station, for approval of antenna, to make changes in transmitting equipment, and for approval of transmitter and studio locations.

**Application Dismissed:**

**AM—850 kc**

**KFUO Clayton, Mo.**—CP to install a new vertical antenna. Dismissed by request of applicant.

**Applications Tendered for Filing:**

**AM—1000 kc**

**The Four States Bcstg. Co., Hagerstown, Md.**—CP for new standard station, 1000 kc, 1 kw, daytime.

**AM—1220 kc**

**WEPL Providence, R. I.**—Modification of CP to increase power from 250 w daytime to 1 kw daytime and change transmitter location.

**AM—1040 kc**

**South Central Kentucky Bcstg. Co., Campbellsville, Ky.**—CP for new standard station, 1040 kc, 1 kw, daytime.

**KELD El Dorado, Ark.**—CP change frequency from 1400 kc to 690 kc, power from 250 w to 1 kw, install DA for night use, new transmitter and change transmitter location.

**AM—1110 kc**

**Stanley S. Beaubaire, Groville, Calif.**—CP for new standard station, 1110 kc, 1 kw, daytime.

**AM—1320 kc**

**KELO Sioux Falls, S. D.**—CP to change frequency from 1230 to 1320 kc, power from 250 w to 5 kw, unlimited time, install DA night use and new transmitter.

**AM—710 kc**

**WDSM Superior, Wis.**—CP to change frequency from 1230 to 710 kc, power from 250 w to 5 kw, unlimited time, install DA for day and night use, new transmitter and change transmitter location.

## WDAF IS 'NEWSPAPER OF AIR'

### During Paper Strike Station Broadcasts —Program Logs of Other Stations—

WHEN the *Kansas City Star*, the city's only daily newspaper, stopped publication last week because of labor difficulties, the *Star*-owned WDAF virtually became a newspaper of the air. The station threw out sponsored programs by the dozens and shocked listeners—and members of the station staff alike—by reading the complete program listings of the six Kansas City stations every three hours.

When word of the strike spread, listeners flooded the switchboards of the paper and WDAF, asking "What will we do about program listings?"

H. Dean Fitzer, WDAF manager, decided that public service should go all the way and ordered that the complete radio log be aired at 3-hour intervals. When Newscaster Frank Feeley went to the microphone at noon Jan. 17, with the first of the log listings, the rest of the WDAF staff, control men and engineers had not been informed of what was to take place.

Mr. FITZER

Mr. Feeley's announcement that the program schedules would be announced attracted little attention until he began reading what would be heard on KMBC KCMO WHB WREN and KCKN. The control room men jumped up and peered through the panel at Mr. Feeley in amazement. The other announcers were electrified, and an engineer called in from the transmitter to ask "what the hell was going on."

A call to the front office brought the information that Mr. Feeley hadn't "blown his top" and it was just a service to the public.

In its stepped-up news coverage WDAF covers fully the deaths and funeral notices, has a greatly expanded market news schedule, including reading of leading listed stocks, the comics, local chatter columns, a radio column, society, entertainment news, announcements of meetings and lodge notes as well as shopping highlights and sports. The news schedule is 15 minutes on the hour through the day and several times at irregular intervals during the evening.

Randell Jessee reads the comics twice a day, and the *Star* sends copies of the comics to the other stations in the city, who also present them daily.

The five other Kansas City stations have also augmented their news coverage considerably. KCMO, owned by the Crown Drug Co., read the Sunday radio schedules of all stations in the area.

## Is Named V-P

WILLIAM MORRISON, radio director and account executive of Garfield & Guild, San Francisco, has been named a vice president of the agency.


ONE NEW SET

THORDARSON

5-10 KW. High Fidelity Broadcast Transformers

FOR IMMEDIATE SHIPMENT AT AN ATTRACTIVE PRICE

KLUGE ELECTRONICS

1031 N. Alvarado • Los Angeles 26, Calif.

DOES THE JOB ALONE

WOW

NBC ON 590 OMAHA

WRITE, WIRE OR PHONE

JOHNNY GILLIN OR JOHN BLAIR

AND WHAT A MARKET!

Peak population with pockets bulging with cash—that's the market you buy when you sign a WAIR contract. Industrially, commercially and agriculturally, the WAIR market is big and rich and responsive.

WAIR

Winston - Salem, North Carolina

Representative: The Walker Company

The SCHOOL of RADIO TECHNIQUE

NEW YORK • CHICAGO

*America's Oldest School Devoted Exclusively to Radio Broadcasting*

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

*G. I. Training in New York.*

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

5000 WATTS 1330 KC.

WEVD

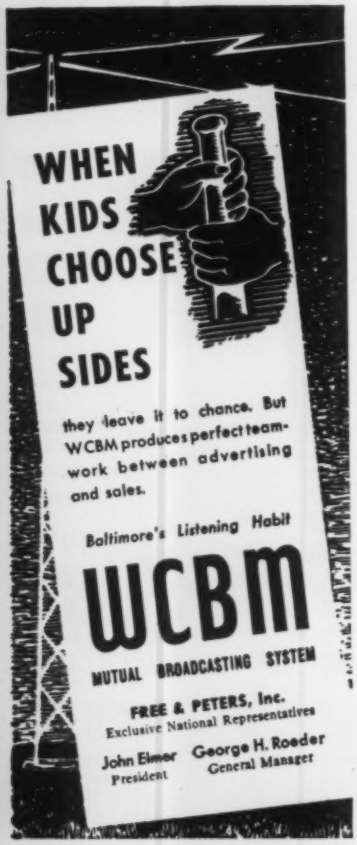
ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

*Send for WHO'S WHO on WEVD*

WEVD—117 West 46th Street, New York, N. Y.

WHBQ won't
Harry
Be
Quizzical?
MEMPHIS
Like everyone else he'll want to know how we can give so much coverage at low cost. This is sweet music for time buyers—get the facts today.
W. H. BEECUE
CALL
RAMBEAU
New York • Chicago • Hollywood





## Radio Legislation

(*Continued from page 15*)

the Communications Act will not be determined until after Mr. Cooper has made a survey and reports to the committee, the chairman said. He expressed the opinion that the sooner certain specific functions of the Commission and broadcasters are defined more clearly by Congress the better the entire broadcasting situation will be.

The original S-814, which was introduced March 2, 1943, would have divided the Commission into two autonomous divisions of three members each—one for broadcast matters, the other for common carriers —with the chairman denied a seat on either division. The bill also contained these provisions:

Amending procedure to give applicants and licensees better opportunity to be heard both before the FCC and in court.

Amending Commission procedure with reference to transfers of control.

Clarifying the licensee's responsibility in political broadcasts and authorizing him to exercise editorial judgment in deleting any libelous or slanderous remarks.

Prohibiting the FCC from exercising any control over programs or business practices.

Requiring stations to grant equal time to all sides of controversial questions where time was afforded one side.

Authorizing the FCC to issue declaratory rulings respecting the rights of any applicant or construction permit holder.

Later Senator Wheeler wrote in a proviso that would make commercial sponsorship of news broadcasts illegal. The bill died in committee.

### White Undecided

Senator White is undecided whether to name a subcommittee on communications or have the full committee consider important legislation. He indicated that he favors the full committee sitting on all hearings involving major legislation.

Mr. Cooper first joined the Interstate Commerce Committee in July 1939 as chief of the committee's telegraph investigation. He later became acting clerk and aide to former Chairman Wheeler. In February 1942 he was a strong candidate for assistant secretary of the FCC, a post which had been vacant since 1941 and still is not filled.

When R. Bailey Stortz, former clerk of the Interstate Commerce Committee, entered the service in 1942 Mr. Cooper was named acting clerk. In September 1942 he was commissioned in the Naval Reserve and assigned to Navy Communications. When the Interstate Commerce Committee began an investigation of international communications in early 1945, Lieutenant Cooper was released by the Navy to become executive of the committee's subcommittee on international communications, a post he held until the 79th Congress ended.

DISCUSSING 100th FM transmitter built by General Electric are (l) R. D. Compton, director of engineering for WPEN (*Philadelphia Evening Bulletin*), and James D. McLean, manager of GE transmitter division sales. The 3 kw transmitter will be used by the *Bulletin's* FM outlet, WPEN-FM. GE reports more than 100 additional orders for FM units.

He is temporarily officing in the Senate Office Bldg. but shortly will move into new quarters in the committee's offices in the Capitol, now being enlarged. As soon as the move takes place Mr. Cooper will go to work on radio legislation.

Organization of the House Interstate and Foreign Commerce Committee into subcommittees to deal with various types of legislation will be held in abeyance for some time, Chairman Charles A. Wolverton (R-N.J.) announced. He plans to ask the full committee to sit on all important legislation, he said.

"We have several new members this year and I want them all to become acquainted with the full responsibilities of the committee," Mr. Wolverton told BROADCASTING. "After we become adjusted and the members decide which phases are of chief interest to them, we may appoint some subcommittees, but I believe a lot of time will be saved and the committee will do a better job if all members sit at hearings on legislation."

Under a new method of considering legislation, announced Jan. 17 [BROADCASTING, Jan. 20], Chairman Wolverton has designated Monday at 10 a.m. as hearing date for all newly-introduced bills and resolutions. Rep. William Lemke (R-S.D.), who early in the session introduced a joint resolution to "authorize and direct" the FCC to allocate a portion of the 50-mc band to FM, was scheduled to appear before the committee this morning (Monday) in behalf of his resolution.

Representative Lemke's office said the resolution, a counterpart of a bill introduced by him in the 79th Congress, was introduced "at the request of a group in Chicago."

Chairman Wolverton said he did not know just what approach his committee would make towards radio legislation. "We'll study the field and if legislation is necessary, we'll take it up," he said. Until the committee is organized, however, he declined to comment on any specific action. He said that so far as he knew there were no requests pending for an investigation of the FCC, nor is there any legislation except the Lemke resolution.

At the moment the committee is conducting hearings on aviation accidents and likely will make some recommendations or present a bill in that field before considering radio, he added.

## Counter-Plan Given To Writers' Guild

### Details Undisclosed as Networks And Guild Renew Discussions

NEGOTIATIONS between the Radio Writers Guild and the networks (all but MBS, which does not employ staff writers) on contracts for staff dramatic and continuity writers continued last Wednesday. The networks offered a counter-proposal—details of which were not disclosed—to the Guild's demands and the meeting was to be continued again Jan. 28.

The Guild has asked a 20% increase and a scale to be set up on rebroadcast shows to give an equal share of royalties to the writer and the network.

Meanwhile the week before the Guild requested the networks to meet with it in contract negotiations for sustaining free lance writers in addition to negotiations on behalf of local staff writers. The Guild cited a Supreme Court decision in a Hearst newspaper case as a basis for its right to act as a bargaining union for the "independent contractors," as the networks termed freelance writers.

The Hearst case resulted in a Supreme Court decision which entitled newsboys and newsstand operators to be represented by a union. Publishers had contended that newsboys were "independent operators" and therefore should be dealt with individually.

## Hearing Waiver

ONE OF FEW waivers of hearing filed by applicants since the waiver plan was instituted almost seven months ago [BROADCASTING, July 1] was reported by FCC last week. The application of Parkersburg Broadcasting Co. for a new 250-w station on 1230 kc at Parkersburg, W. Va., which had been set for hearing Jan. 22, was ordered taken from the hearing docket and the record was closed, following submission of a waiver by the applicant. Action on the application will be taken on the basis of the written record. Parkersburg Broadcasting is owned by five local business and professional men headed by J. V. Anderson, owner of the 7-Up Bottling Co. at Parkersburg.

# Vinson Advises Correspondents To Submit Petition to Judges

RADIO Correspondents Assn. executive committee met last Wednesday with Supreme Court Chief Justice Fred L. Vinson to discuss the problem of the court's recognition of radio on equality with the press. Meeting was brought about by treatment accorded radio correspondents covering John L. Lewis trial in Federal court last December [BROADCASTING, Dec. 16, 1946], when microphones were not allowed in court building, and marshals were posted in the corridors by Judge Goldsmith to insure that the no-broadcast order was carried out.

Judge Vinson suggested that the Radio Correspondents Assn. submit a petition to the Conference of Senior Circuit Judges, comprising 12 judicial districts, scheduled to hold a meeting in late spring. The group, headed by Judge Vinson, takes action on matters pertaining to general policy in Federal courts.

According to Albert L. Warner, member of the correspondents executive committee, and head of the Mutual Washington news bureau, "The petition will be a matter of education rather than definite decision." Each judge has jurisdiction over his own court.

The group also discussed discrimination against radio correspondents in Supreme Court hearings. Judge Vinson advised that a petition be submitted direct to the Supreme Court, requesting the establishment of broadcast facilities in the building.

Requests for broadcast facilities in the Supreme Court building have been consistently turned down, despite the fact that direct telephone lines are installed for press associations. In addition, the Supreme Court provides press desks only for newspaper and press association reporters. There are special booths beneath the court bench where newspaper reporters can get copies of decisions while they are being read.

During the Supreme Court argument on the John L. Lewis appeal a fortnight ago, there were no seats allocated radio correspondents in the court room until correspondents, headed by Mr. Warner, protested. The appeal was taken to Judge Vinson, who intervened and secured seats for the radio reporters.

The petitions will be framed following the Radio Correspondents Assn. dinner Feb. 1, according to Rex Goad, association president and Washington manager of Transradio Press.

In addition to the petitions to be sent to the Senior Circuit Judges Conference and to the Supreme Court, a separate petition to the district judges will also be discussed at the meeting.

Attending the meeting with Judge Vinson Wednesday were: Mr. Goad: Mr. Warner; Eric Sevareid, CBS: Bill McAndrew, NBC: Bill Neel, ABC; Pete Tully, Yankee Network.

## WFRP Savannah Names Ed. N. Palen Manager

APPOINTMENT of Edward N. Palen, formerly program manager of WJW Cleveland, as general manager of WFRP Savannah, Ga. (250 w on 1230 kc), was announced last week, together with several other staff appointments.

Roy F. Zess, who headed program operations at WCFL Chicago, becomes WFRP's assistant manager. Earl Harper, veteran sports and special events announcer, most recently of WJW and WAAT Newark, N. J., becomes commercial manager. Ray Wilkinson and Edward Lesnick have joined the WFRP sales staff, and the following have been added to the announcing staff: Howie Lund, former WJW disc jockey; Jack Barton, recently of WTOC Savannah, and Court Stanton, until recently with WHFC Cicero, Ill.

Ethel Grey, who heads traffic at WFRP, formerly was with WBNX New York. Lillian Lowe is music librarian.

John H. Perry Assoc. will be national sales representatives of WFRP. Station is licensed to the Georgia Broadcasting Co.

## UN Delegates Try New Portable Receiving Set

A NEW WIRELESS portable receiving set for use by UN delegates in simultaneous interpretation of five different languages was introduced at United Nations headquarters in New York last week.

Weighing slightly more than a pound, the new device hangs around the wearer's neck, as would a small camera. It contains six selector dials, which, when punched, bring the listener over earphones translations in English, French, Spanish, Russian or Chinese of what the speaker on the floor is saying.

Col. L. E. Dostert, chief of the UN's simultaneous interpretation division, said that he is "very pleased with the new wireless portable receiver" and that "basically it has proved to work successfully." There are only 68 sets at UN headquarters, but he predicted that the new device would eventually replace the present system of wire receivers when final approval has been given by the UN.

Manufactured by International Business Machines Co., the receiver was first tested last year at the Nuremberg trials.

JACK CUMMINS, former sports announcer at WJNO West Palm Beach and WHK Cleveland, is new announcer at WPDQ Jacksonville, Fla.

## WDRC Identifies

WOMAN's handbag recently found on a New Haven train contained no identification other than a membership card in the *Music Off the Record* club of WDRC Hartford. Stationmaster called WDRC, checked the number on the card and promptly returned the handbag to owner Bernice A. Dowhan of Hartford.

## Plans Move Slowly

CALIFORNIA plans for a statewide radio organization are moving forward slowly with approval in principle by both Northern and Southern California Broadcasting Assns. Neither body has committed itself to organization but rather is exploring all possibilities. Apparently acting on its own, the northern group has retained its own legal counsel at Sacramento to screen all bills relating to radio.

## NAB Probes

(*Continued from page 18*)

try committee has been abandoned. It represented a cross-section of the industry on overall labor problems.

Headed by John Elmer, WCBM Baltimore, the EERC represents all segments of broadcasting, including many members who have taken active part in labor negotiations.

### Negotiations Broken Off

At its meeting the industry committee had discussed principally the proposal to conduct policy negotiations with AFM. Preliminary meetings were held by Presidents Miller and Petrillo, flanked by advisors. These meetings had progressed last spring to the point of naming small groups to do the actual policy framing, but negotiations were broken off when Congress passed the anti-AFM Lea Act and Petrillo thereupon sought a test of its constitutionality. This test is now awaiting Supreme Court review of a Federal court decision holding the law unconstitutional.

Members of EERC besides Chairman Elmer are: William Fay, WHAM Rochester; Frank King, WMBR Jacksonville, Fla.; Howard Lane, Field Enterprises; Harry R. LePoidevin, WRJN Racine; C. L. McCarthy, KQW San Francisco; Frank R. Smith, WWSW Pittsburgh; Marshall Pengra, KRNR Roseburg, Ore.; John H. MacDonald, NBC; Joseph A. McDonald, ABC; Frank K. White, CBS; Robert Swezey, MBS; C. L. Thomas, KXOK St. Louis. Board liaison members are Fred W. Borton, WQAM Miami; Leslie C. Johnson, WHBF Rock Island. Head of the NAB Employe-Employer Relations Dept. is Richard P. Doherty.

Mr. Howard Bloomquist
Pillsbury Flour Mills
Metropolitan Bldg.
Minneapolis, Minn.
Dear Howard:
I wuz leanin' on my broom yestiddy about half asleep an it slipped and i set down so hard i jarred my upper plate loose. The boss, laffin', says "algy, that's what happens to folks that sleep on their laurels. They wake up with a shock, down and out. That's somethin' that'll never happen to WCHS. We're always awake to the needs of the people of W. Va., and we know how to sell them. We have 5000 watts and as Variety said, "WCHS has know how all down the line!" We'll always be awake. You'd better stay awake too! Course he's right, cept fer one thing. I warn't sleepin on my laurels, it was my broom.
yrs
algy
WCHS
Charleston, W. Va.

To GET AHEAD FAST

Sportsters choose skis, advertisers choose WLAW . . . the station serving vital New England. With 50,000 watts, WLAW will become New England's BEST radio buy!

Basic Station
American Broadcasting Co.

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

ONCE ZBM takes a product on tour there's no relaxing. Even *Holiday* magazine says "Wide-awake Bermuda—tourist trade miraculously revived."

That's one reason 60 local accounts started with ZBM in May—why 60 more joined since. ZBM's 250-watts is the only adequate radio coverage of 38,000 Bermudians. Consequently they listen closely, respond keenly to the ABC, MBS and local shows carefully designed for Bermudians.

Bermuda is leased to U. S. for 99 years. U. S. products and influence are growing. It's virtually untapped. A tidy little market spending 17 millions yearly for U. S. imports. For YOUR product?

Only ZBM (250 WATTS) Covers Bermuda

ABC • MBS

National Representatives

JOHN BLAIR — United States
HORACE STOVIN — Canada


## Retail Radio

(*Continued from page 18*)

of Herald Beckjorden and Richard Scheidker, AAAA; Carlos Franco, Young & Rubicam, chairman of the AAAA Timebuyers Committee, and Linnea Nelson, J. Walter Thompson Co., committee member. No action was taken.

Friday's agenda included discussion of employe-employer relations and their relation to sales, with Richard P. Doherty, NAB director of employe - employer relations, leading the discussion. A. D. Willard Jr., NAB executive vice president, addressed the luncheon session on all-media efforts to continue elevation of advertising standards.

Attending the meeting were: Chairman Odin S. Ramsland, KDAL Duluth; James V. McConnell, NBC; Ray Baker, KOMO Seattle; Bill Bennett, KXYZ Houston; J. Robert Gulick, WGAL Lancaster; Arthur Hull Hayes, WCBS New York; John W. Kennedy, WHAM Rochester; William D. Murdock, WOL Washington; Louis Read, WWL New Orleans; H. Preston Peters, Free & Peters; Lewis H. Avery, Avery-Knodel; Joseph J. Weed, Weed & Co.; Eugene Thomas, WOR New York. From NAB were C. E. Arney Jr., Frank E. Pellegrin, Lee Hart, Hugh Higgins, J. Allen Brown, Kenneth H. Baker. Mr. Outler attended as chairman of the Subcommittee on Sales Promotion.

## WCFC Beckley Building New $100,000 FM Plant

WCFC Beckley, W. Va., FM station, is completing construction of a $100,000 building to house its 3 kw transmitter. Building overlooks the city and adjoins the business district. Present 250 w power will be increased to 1500 w next month, with a formal inaugural planned when 3000 w equipment is installed.

Promotion of FM has been so effective that nearly one-fifth of Beckley radio homes have FM sets, according to Edward J. Hodel, WCFC manager. The station, owned by Beckley Newspapers Corp., took the air last August, operating on 101.1 mc. Rate card will be issued when inaugural ceremonies are held.

## Emerson Net Up

EMERSON RADIO & PHONOGRAPH Corp., Chicago, reports consolidated net income for fiscal year ended Oct. 31, of $1,340,356, equal to $3.35 a share, compared with $806,697 or $2.01 a share in preceding period. Net sales of $23,088,882 were highest for any peacetime year, compared with $32,490,806 for previous fiscal year when bulk of deliveries were under government contract.

RICHARD H. MASON (r), general manager of WPTF Raleigh, N. C., congratulates "Gus" Youngsteadt, station's advertising and promotion manager, for his efforts in winning for WPTF the silver loving cup given as first prize in Ayer Radio Awards for best promotion by a 5-50 kw station on Atlantic Refining Co.'s 1946 football games.

## Use of Radio Ads By Stores Growing

### Joske Clinic Helps Sell; Grant Chain Is Extensive User

WIDESPREAD trend toward increased use of the broadcast medium by retailers is developing as a result of the Joske Radio Clinic along with growing understanding of the medium's sales power, according to the NAB Dept. of Broadcast Advertising. Better salesmanship on the part of stations is also described as a factor.

More extensive use of radio is observed among the 500 stores of the W. T. Grant Co. chain, according to J. Allen Brown, NAB assistant director of broadcast advertising, based on information from stations and from Joseph R. Rowen, Grant national advertising manager.

Grant store executives are advised to concentrate on one or two media in placing advertising, and the New York headquarters has a "sympathetic understanding of broadcast advertising," Mr. Rowen reported. Grant's advertisng budget, based on a gross in excess of $200,000,000, exceeds $1,000,000, with most stores spending from 2% to 5% of gross on advertising.

Mr. Rowen said that if Grant's radio budget is noticeably higher in 1947 the increase can be traced to ability of stations to think in terms of a Grant store's particular problems and to sell store managers on use of broadcasting. Store managers draw up their own advertising budgets.

## Take New Duties

HAROLD DAY, sales manager of the ABC cooperative program department, has assumed additional duties directing advertising and promotion activities for the department. In addition, Lud Simmel has been appointed to new post of business manager in charge of operations of that department.

## FM Clinic

(*Continued from page 20*)

lighting of a cigarette, pouring of a drink, sawing of a board, and the like, to demonstrate the lifelike quality of FM transmission. These demonstrations, Dr. Armstrong stated, were directly responsible for 150 applications for FM being filed with the FCC, which in turn caused the Commission to expand the FM allocations from one mc to eight mc. A duplicate of these old demonstrations was put on for the Monday clinic session and repeated daily throughout the week.

### Other Sessions Technical

Remainder of the sessions were more strictly technical. Paul A. deMars, who as chief engineer of the Yankee Network built the pioneer FM transmitters at Paxton and Mt. Washington and who is now with the Washington consulting firm of Wilmotte & Co., spoke on "Propagation in FM Broadcasting." John Bose, associated with Dr. Armstrong, gave a detailed analysis of the phase shift modulator, and M. H. Jennings of the REL research staff demonstrated the operation of the REL modulator. C. M. Braum, chief engineer of the FM division of the FCC engineering department, discussed the Commission's FM rules and regulations and answered questions about them put by the visiting engineers. Another REL researcher, James Day, wound up Tuesday's meeting with a talk on FM reception and measurements.

Wednesday morning Mr. Jennings demonstrated the power amplifiers for FM transmitters and Mr. Day discussed the FM station monitor, followed by an STL demonstration. In the afternoon, Stewart Bailey, of the Washington consulting firm, Janksy & Bailey, spoke on factors affecting service standards and Mr. Day demonstrated an FM measurement set in use.

Thursday's schedule included a talk on transmission lines for FM stations by C. Russell Cox of Andrew Co., Chicago manufacturer of transmission lines, and one by F. M. McIntosh, Washington consultant, on FM antenna systems. Mr. Day demonstrated the REL FM receiver, and Wilbur E. Thorp, REL project engineer, discussed audio equipment for use in FM broadcasting. Four-day meeting ended with appropriate "graduation exercises."

## Weather Broadcasts

FOUR - TIMES - DAILY weather broadcasts of three minutes' duration direct from the Akron Weather Bureau at Akron airport have been inaugurated by WADC Akron, Allen T. Simmons, owner-manager of the station, announces. The broadcasts are proving popular with farmers, aviators and other WADC listeners, Mr. Simmons says.

# DIGGING IN

GROUND IS BROKEN for 450-ft. tower of WFMR New Bedford, Mass., Jan. 7 by William R. Hutchins, WFMR manager and chief engineer. With Mr. Hutchins are William Tallman (l), architect for the station, and Stanley S. Emery, Jr. WFMR engineer.

MORE SHOVELING goes on as Capt. Pierre Boucheron, general manager of WGL Fort Wayne, and director of broadcasting division of Farnsworth Television & Radio Corp., breaks ground at the site of the station's new transmitter at Waynedale. By spring station will move from 1450 kc to 1250 kc, on 1000 w. William Aldrich (r), sales manager, seems to be no help at all in the manual labor department.

## New Station Director

FRED ZIMMERMAN has been appointed station director of WBLK Clarksburg, W. Va., succeeding George Blackwell. Appointment was effective Jan. 15, it was announced last week by George Clinton, general manager of WBLK and WPAR Parkersburg, W. Va.

ANOTHER SHOVEL hits the dirt as officials of WFIL Philadelphia signal start of construction of the station's new 5,000 w transmitter in Whitemarsh Township. Roger W. Clipp, WFIL general manager, handles the shovel, while Louis E. Littlejohn (l), chief engineer, and Walter H. Annenberg, publisher of *The Philadelphia Inquirer*, owner of WFIL, give advice from the sidelines.

* * *

## WFIL Starts Work on Its New 5000 W Transmitter

GROUND-BREAKING ceremonies for WFIL's new 5 kw transmitter in Whitemarsh township outside of Philadelphia Jan. 17 featured a talk by Walter H. Annenberg, publisher of the *Philadelphia Inquirer*, owner of WFIL. Mr. Annenberg, declaring that any radio station merits its franchise only by virtue of its service in the public interest, said "we shall accept our responsibilities to our new listeners gravely" and "shall renew our pledge to all our listeners to provide only information and entertainment of the highest character."

Participating in the ceremonies, besides Mr. Annenberg, were Roger W. Clipp, WFIL's general manager, Louis E. Littlejohn, chief engineer, and Whitemarsh township officials. Mr. Clipp announced that the power increase will enable WFIL to reach an area of 19,750 square miles with approximately 8 million inhabitants.

## Call Letter Survey

SURVEY of a cross-section of New Yorkers conducted recently by International Surveys Inc. revealed that more than 40% are familiar with the WCBS and WNBC call letters of the former WABC and WEAF. Only 8% still believe that WEAF is the name of the NBC station, and only 13% have not become aware of the change in call letters from WABC to WCBS. The new call letters were adopted by the stations early last November.

## *KNOWLSON SEES BUYER RESISTANCE GROWING*

THE RADIO INDUSTRY has come face to face with public opposition to rising prices, James S. Knowlson, chairman of the board of Stewart Warner Corp. told 300 employes at the annual meeting of the company's Quarter Century Club last week in Chicago.

The danger now confronting all business, Mr. Knowlson warned, is the growing conviction on the part of the consumer that he is not getting a square deal.

"Prices are so high," he declared, "that we may find buying falling off and the minute we have a decrease in buying both employes and employers will feel the effect."

The Stewart Warner chairman said the company had already faced such a situation and had lost one automotive account because prices on an instrument panel were too high.

Mr. Knowlson said labor was making a "grave mistake" in pursuing its portal-to-portal damage suit against industry because it exposed to the public the fact that labor was not interested in public equity but only in wages.

"When buyers stop buying it is poor consolation to have a high pay rate if you don't have a job," Mr. Knowlson declared. He urged closer cooperation between labor and management in combating problems of mutual interest.

## BASKETBALL AIRED

### Winter Games Being Sponsored Over WTRY by Raceway

SARATOGA RACEWAY, whose trotting races inaugurated in 1941 have been described each season in a series of broadcasts over WTRY Troy, N. Y., began sponsorship Jan. 8 of American Basketball League games, again using WTRY. Roy Shudt, who handles the Saratoga races for WTRY, also is doing the basketball broadcasts.

During times out and between periods Mr. Shudt brings WTRY listeners up to date on the winter activities of their favorite trotters and pacers and on plans for Saratoga Raceway's 1947 summer and fall season.

Frank Wiswell, president of Saratoga Raceway, who as executive vice president of the U. S. Trotting Assn. was credited with having done most to revive the sport of harness racing in this country, explains his sponsorship of basketball as follows: "Those basketball fans are a major league audience. The Saratoga Raceway is major league when it's in season, so those fans are my customers too."

EFFECTS of "horror type" radio programs and motion pictures on juveniles will be studied by Los Angeles County Youth Committee, consisting of peace officers and juvenile authorities.


A NEW **BMI** SERVICE

*Disc Data—Program Continuity—Recordata —Pin Up Sheet—Music Memo—Songs of the Month*

**These are among your aids to programming regularly provided by BMI.**

**NOW, BMI presents . . .**

**PRACTICAL PROGRAMS OF RECORDED MUSIC**

**Here is a new, helpful and practical file of music for participating programs. It will come to you once each month in handy compact form.**

**The first series contains 18 one-hour programs. The selections listed are all BMI-licensed, and all are current popular favorites or all-time standards.**

**Make up of the programs is guaranteed to provide *maximum listening* appeal. Openings, closings and 15-minute breaks are instrumental numbers. No "hot jazz" is included in this series.**

*LOOK FOR YOUR FOLDER OF "PRACTICAL PROGRAMS" WHEN IT ARRIVES*

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK 19, N.Y.
New York • Chicago • Hollywood

# Norton Clarifies ABC Network Selling Plan for Affiliates at Chicago Meet

AMERICAN Broadcasting Company's recently announced reduction of its discount rate by 2½% means that the network has modified its policy of selling time, John H. Norton Jr., ABC vice president in charge of station relations, said in Chicago Thursday.

Discussing with affiliates reasons behind the network's decision to make the rate increase said ABC did not feel it jeopardized any of its affiliates save possibly those located in isolated markets.

"We realize that a few of the small stations on the line may object to being excluded from contracts by advertisers who wish to use only the basic network (some 45 stations)," Mr. Norton said, "but they must realize the gravy train of the war years has made its last trip."

**$11,500 For Basic**

Under ABC's new policy an advertiser may buy any or all of the basic network at $11,500 per hour with options for additional stations at $2,400 levels up to full network with a discount of 45 per cent. In addition to buying the basic the advertiser may also buy one or more stations in any of ABC five loops.

This flexibility, Mr. Norton declared, gives the advertiser an opportunity to justify his expense by selecting markets where he already has distribution or wishes to expand.

While in some cases ABC secondary or tertiary affiliates can expect loss of revenue, he said, the network's attitude is that its first responsibility is to its network advertisers.

Smaller stations will have to accept network programming as a service to stimulate local audiences and advertisers rather than as a major source of revenue, Mr. Norton declared.

# NBC Gives Plaques To 9 More Outlets

**Six Other 20-Year Affiliates Are Honored at N. Y. Meeting**

IN CELEBRATION of their 20th year with the network, 15 NBC affiliates were honored at a dinner held last Thursday night at the "21" restaurant in New York.

Nine of the 15 were presented commemorative plaques by Niles Trammell, NBC president, the other six having received the plaques at ceremonies late last year.

Plaques were received from Mr. Trammell by the following station representatives: G. Emerson Markham, manager, WGY Schenectady; William C. Swartley, manager, WBZ-WBZA Boston and Springfield; Joseph Baudino, manager, KDKA Pittsburgh; Robert E. White, manager, KYW Philadelphia; Harry Stone, general manager, WSM Nashville; John M. Outler, general manager, WSB Atlanta; H. W. Slavick, director, WMC Memphis; William B. Way, manager, KVOO Tulsa; Martin B. Campbell, general manager, WFAA Dallas.

Also saluted were the following officials of the stations already honored for their 20 years with NBC: John J. Boyle, managing director, WJAR Providence; Paul T. Morency, WTIC Hartford, Conn.; Harry Bannister, general manager, WWJ Detroit; George M. Burbach, general manager, KSD St. Louis, and William H. Rines, managing director, WCSH Portland, Me. WDAF Kansas City, was the other station awarded a plaque.

## Offices Moved

RCA VICTOR Division's New York and Chicago regional offices have moved to new and larger quarters. The New York office, formerly at 411 Fifth Ave., is now at 36 W. 49th St., while the Chicago office, previously at 445 N. Lakeshore Drive, is now in the American Furniture Mart Bldg., 666 N. Lakeshore Drive. Managers of these regional offices are M. F. Blakeslee in New York and H. A. Renholm, Chicago.

# New Coast Station Authorized by FCC

**Ownership Details of Other New AM Outlets Announced**

GRANT for a new station at Grass Valley, Calif., to operate on 1230 kc fulltime, was issued to Grass Valley-Nevada City Broadcasters on Jan. 16 on condition they apply for 250 w instead of 100 w power, FCC reported last week. The firm is headed by H. E. Thomas, principal owner of KMYC Marysville, Calif.

Meanwhile, ownership details of earlier authorizations for new AM stations at Miami Beach, Fla.; San Bernardino, Calif., and Americus, Ga., were disclosed.

The grants:

Grass Valley, Calif.—Grass Valley-Nevada City Broadcasters. 1230 kc, 250 w, fulltime (conditioned on applying for 250 w instead of 100 w). Principals: H. E. Thomas, chief owner of KMYC, president (50.4%); Joe D. Carroll, KMYC manager, and Albert J. Powell Jr., KMYC operator-announcer, 24.8% each and vice president and secretary, respectively.

Miami Beach, Fla.—Biscayne Broadcasting Co. 800 kc, 1 kw, day only. Owners are Thomas O. McCullough, commercial manager of WIOD Miami for the last four years and formerly with Fort Industry Co., president and general manager (35 shares); Kenneth S. Keyes, president of Keyes Co. (realtors) and of Miami's Hotel Everglades, vice president and board chairman (55 shares); and Calvert A. Carter, WQAM Miami announcer, formerly with WMBC Macon, Miss., WSPD Toledo, WGST Atlanta, and other stations, and manager of an Army station in India during the war (35 shares). Mr. Carter will be program director of the station, which expects to begin operation in early summer. Mary L. Carter, now continuity director of WFTL Ft. Lauderdale, will be office manager.

Americus, Ga.—Americus Broadcasting Co. 1230 kc, 250 w, fulltime. The company is headed by James R. Blair (53-1/3%), publisher of the Americus daily Times Record. Other stockholders are H. P. Jones, in the automobile business, vice president, and James W. Lott, in the service station business, secretary-treasurer; they have 23-1/3% each.

San Bernardino, Calif.—Woodrow Miller. 1350 kc, 500 w, day only. Mr. Miller is engaged in the wholesale honey business.

## WHOM Looking

GENEROSO POPE, Italian newspaper publisher and owner of WHOM New York, is looking for studios for his station. The 57th St. Bldg. in which WHOM is located has been sold and the new owner wants WHOM space for other use.

# J. L. MILLER OPENS OWN FIRM IN CAPITAL

JOSEPH L. MILLER, former labor relations director of the NAB, announced last week, upon his separation from the Navy, the opening of offices in Washington as labor relations consultant, specializing in radio, communications, and associated industrial fields.

Mr. Miller

Mr. Miller, who was released from the Navy as a commander, served as labor relations director of the NAB from 1938 through 1943, when he entered the service as an apprentice seaman. He had served as labor correspondent for the AP from 1933 until he assumed the newly created NAB post.

During his last year in the Navy, Comdr. Miller was assigned to the White House as special assistant for labor relations to John R. Steelman, assistant to President Truman.

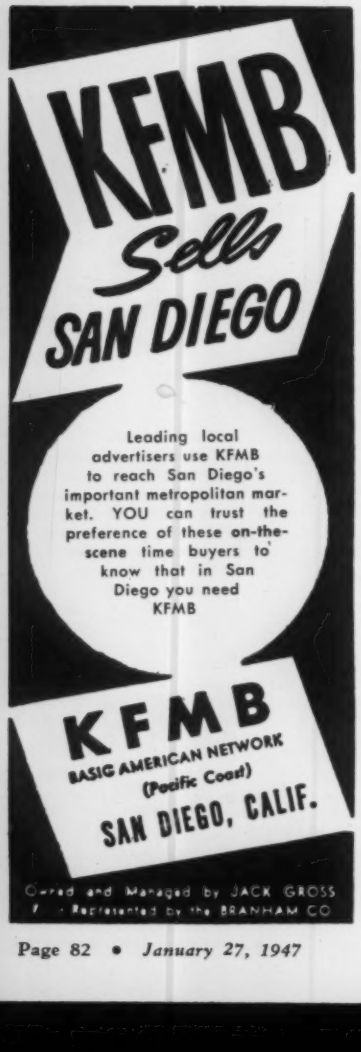
# Average Wage of Radio Third Highest in 1945

AVERAGE annual wages in the "radio, broadcasting and television" industry in 1945 were estimated at $3,566 by the Dept. of Commerce, ranking third highest among all industries. The figures for the year are preliminary.

Industries paying higher annual wages in 1945 were security and commodity brokers, dealers and exchanges, and water transportation.

Broadcasting and television wages rose from fifth place in 1942, when they averaged $2,667. Wages in 1943 were $2,929; in 1944 $3,291. These figures do not include other income such as dismissal pay, directors' fees, pension plans and other items.

Weekly wages in 1945 in broadcasting amounted to $65.40, according to FCC data [BROADCASTING, Jan. 28, 1946]. This would amount to $3400.80 for a full year.



KFMB
Sells
SAN DIEGO
Leading local advertisers use KFMB to reach San Diego's important metropolitan market. YOU can trust the preference of these on-the-scene time buyers to know that in San Diego you need KFMB
KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

in the Triple Cities
Binghamton • Johnson City • Endicott
It's Always a Good Bet
To Put your Money on the
WINR
BINGHAMTON, N. Y.
HEADLEY-REED, National Representatives

## NO COMPETITION

**Radio, Newspapers Supplement Each Other, Says Downs**

*Kenyon Brown (l), KOMA general manager, and Bill Downs, CBS newsman.*

RADIO and newspaper news coverage supplement each other, and "we radio reporters have never felt in institutional competition with the newspapers or the news services," said Bill Downs, CBS newsman, in a recent talk before the Oklahoma City Chamber of Commerce.

Speaking at a luncheon celebrating the approaching power increase of KOMA Oklahoma City from 5 kw to 50 kw, Mr. Downs said that the responsibility of radio reporting is a great one. "But somewhere along the line of our national history, someone figured out that if you give the American people the facts, give them some interpretation to clarify these facts and then leave them alone—they will usually figure things out for the general good of themselves and the world."

## Seek New Station

APPLICATION was filed with the FCC last week by The Four States Broadcasting Co., a newly formed corporation, for a new station at Hagerstown, Md., to operate on 1000 kc with 1 kw daytime. Hal A. Seville, formerly sales manager of WJEJ Hagerstown, is president and, with his family, principal stockholder, with three-fifths interests. James Noel Sr., president of Victor Products Co., Hagerstown, deep-freeze unit manufacturer, holds one-fifth, and the remaining one-fifth is held by Eugene Raney, Hagerstown businessman. Of the $50,000 capitalization, of which $25,000 is paid in, the Seville family holds $15,000, and the other participants $5,000 each.

## Staff Announced

JAMES E. MOREN, former assistant manager and publicity director of WMRF Lewistown, Pa., has been named station manager of WJSW Altoona, scheduled to go on the air Feb. 16. According to T. W. Metzger, general manager, Jerry McDevitt, formerly of WMC Memphis, will head production and program departments. WJSW, a Mutual affiliate, will operate on 650 kc.

# FCC Considering Curb on FM Class A Channel Assignments

FACED with a "heavy demand" for Class A FM channels in certain thickly populated areas and fearful that some communities may consequently have to go without Class A service, FCC last week proposed to apply its Class B channel reservation plan to Class A channels.

Under the proposal, which the Commission said "would affect only future applications for the areas of Boston, Chicago, Los Angeles and New York City," no further assignments would be made on Channels 297, 298, 299 and 300 until next July 1. These represent one-fifth of the Class A Channels.

A juggling of existing Class A assignments in the congested areas will be considered later, FCC disclosed, "in order that improved and additional allocation of Class A facilities may be permitted." This study would be made after July 1, when the Commission begins to pass upon applications which, because of the reservation plan, could not be granted before then.

### Jett Opposes Plan

Comr. E. K. Jett voted against the proposal, reasoning that after final adoption it would have only a few months to run before the termination date, and asserting also that he sees "no urgent requirement" for it.

Objections to the reservation proposal must be submitted in writing to FCC by Jan. 31. If the comments warrant it, the Commission said, oral argument will then be ordered.

"It has become apparent," FCC declared, "that communities in some congested areas may ultimately lack Class A service due solely to the assignment of all available channels prior to receipt of applications from these communities. Since it is not known for what cities Class A applications will be received, the Commission cannot now devise an allocation of Class A channels for congested areas which would make maximum use of the available frequencies."

The Commission singled out New York and Los Angeles as areas where "the demand for Class A channels is rapidly approaching the number of channels available for assignment." Since the proposal calls for the Commission to continue to grant stations in these as well as other areas on channels below 297 wherever possible, FCC explained, "station locations will . . . be important in determining whether additional Class A assignments may be made at this time in the New York City and Los Angeles areas."

"Applications received which cannot be granted due to the unavailability of channel assignments will be held for consideration until July 1, 1947, at which time all pending applications will be given equal consideration regardless of their respective filing dates," FCC continued.

### 4 Cities Affected

"On the basis of the information presently available," it was pointed out, "it does not appear that adoption of the proposed rule would preclude the grant of any application now on file. The proposed rule would affect only future applications for the areas of Boston, Chicago, Los Angeles, and New York City. It is particularly important for Class A FM channels to be reserved in these areas in order to insure so far as possible that the numerous small communities surrounding these large cities have an opportunity to obtain their own FM station."

Because no plan has been evolved allocating Class A channels to specific cities, as was done with Class B frequencies, the new reservation proposal differs from the Class B withholding plan in that specific channels would be withheld. The plan for Class B channels reserves every fifth channel allocated to an area [BROADCASTING, July 22].

## ABC Moves 2 Top Sunday News Shows Hour Ahead

IN AN EFFORT to attract listeners to its new Goodyear program, *The Greatest Story Ever Told*, which was to begin Jan. 26, ABC, effective Feb. 9, will switch two of its top Sunday news shows to precede the new half-hour religous drama.

Drew Pearson, formerly heard in the Sunday, 7-7:15 p. m. spot, will move to 6-6:15 p. m. and will broadcast a live repeat show, which will be rewritten with late news, for 9 p. m. Rocky Mountain time and simultaneously heard on the West Coast at 8 p. m. PST. The Pearson show is sponsored by Lee hats through William H. Weintraub.

The *Monday Morning Headlines* show, formerly heard Sundays 7:15-7:30 p. m. will be switched to the 6:15-6:30 p. m. period. Sponsor is Seeman Bros. (Airwick) through William H. Weintraub.

In addition, the ABC sustainer, *Court of Missing Heirs*, previously heard from 6-6:30 p. m. Sundays will shift to the 7-7:30 p. m. period vacated by Mr. Pearson and the *Headlines* show.

## Joins Collins

RUSSELL B. RENNAKER, sales engineer for Federal Telephone and Radio Corp., Chicago, has resigned to become sales manager of Collins Radio Corp., Cedar Rapids, effective Feb. 15.


WNDR

A NEW STATION *For a Greater*

SYRACUSE

New industries are making Syracuse their home, more and bigger retail stores are opening, new schools and colleges have been established. Now—a new radio station—WNDR—has been organized to serve this growing audience and provide complete coverage of Greater Syracuse for advertisers.

- **Staffed by men with life-long merchandising experience.**
- **Programs planned to fit the needs of active buying groups.**
- **Covering a market of over one million consumers.**
- **Average market income well above state and national average.**

WNDR broadcasts nineteen hours every day at 1260 KC, a regional channel. 5000 watts output, day and night, assures a strong signal throughout the Central New York market.

*National Representative*:
Paul H. Raymer Company,
New York, Chicago, Detroit, San Francisco, Los Angeles, Boston and Atlanta.

*Owned and Operated by the*
SYRACUSE BROADCASTING CORPORATION
Wilson Building, 306 S. Salina St.
Syracuse, New York.

WNDR
5000 WATTS
DAY AND NIGHT
1260 KILOCYCLES

## Van Curler Fights Petition of WOKO

### FCC Told Reorganization Plan Is No Basis to Reconsider Plea

VAN CURLER Broadcasting Corp., seeking WOKO Albany's frequency, told FCC last week that the Commission would be treating the Supreme Court's decision in the WOKO case "as a mere advisory opinion" if it accepted WOKO's plea to continue operation under a reorganized corporate structure.

WOKO, its license renewal application denied by FCC and the denial upheld by the Supreme Court [BROADCASTING, Dec. 16], filed a petition two weeks ago proposing a reorganization of WOKO and separation of the station from WABY Albany [BROADCASTING, Jan. 20]. At the same time WOKO applied for 5-kw fulltime operation on 1460 kc, instead of its present 1 kw day and 500 w night. The station currently is operating on 1460 kc under special temporary authorization.

Van Curler's reply said FCC rules provide no basis for considering the WOKO request.

The station's license renewal application was denied on grounds that a 24% stock interest held by Sam Pickard, former Federal Radio Commissioner and one-time CBS vice president, was concealed. The reorganization petition said Mr. Pickard has sold his interest to the licensee corporation, WOKO Inc., for $108,000 and that Harold E. Smith, found to have aided in the concealment of Mr. Pickard's interest, has exchanged his 25½% of voting stock for non-voting shares and has resigned as secretary, treasurer and director but will be retained as manager.

### TV Talk Underway

RADIO DIRECTORS GUILD officials met last week with CBS executives to open negotiations for a television directors' contract. It was understood that the union was demanding commercial fees for the video directors, but no further details were revealed. Meetings will continue this week.

THE LADIES TALK it over as plans were formulated for the Radio Institute held last Thursday, 1:30 p.m. at Washington Gas Light Co. auditorium. This Washington area group of the NAB Assn. of Women Broadcasters includes (standing, l to r), Ruth Crane, WMAL, regional chairman of AWB; Elinor Lee, WTOP, state chairman; (front row) Marion Sexton, WOL; Hazel Kenyon Markel, WTOP; Muriel Reger, WBCC; Pat Griffith, WINX; Alice Lane, WWDC; (back row) Helen Mobberly, WWDC; Betti Allen, WINX; Nancy Osgood, WRC; Bliss Harris, WARL; Kay Mulvey, WARL.

## Small Market Group to Further 'Editorial' Drive at Capital Meet

SMALL market stations will take up the movement to promote freedom of broadcasters to editorialize when the NAB Small Market Stations Executive Committee meets Jan. 29-31 at the Statler Hotel, Washington. These stations have been leaders in the effort to editorialize in the interest of their communities.

A small market station representative, Rex Howell, KFXJ Grand Junction, Col., introduced the resolution unanimously adopted at the Salt Lake City meeting of District 14 [BROADCASTING, Jan. 20]. This resolution called on the NAB board to establish the rights of broadcasters to present their own views in accordance with constitutional rights. Mr. Howell is chairman of District 14 Small Market Stations.

The subject of editorializing will be discussed by the executive committee with President Justin Miller and Executive Vice President A. D. Willard Jr., who have been directing a movement to revive editorializing despite implications of the FCC's Mayflower decision.

On the small market group's agenda are such topics as development of new local business, operator requirements, spot sales, group selling, cooperative selling, local news, station rates, labor relations, religious programming, salesman training and other matters. Arthur C. Stringer, NAB director of special services, will discuss first of a series of FM management studies covering WBCA Schenectady.

Chairman of the committee is Wayne W. Cribb, WHMO Hannibal, Mo. Head of the NAB Small Market Stations Division is J. Allen Brown, who serves as acting secretary. Other members are: Marshall H. Pengra, KRNR Roseburg, Ore.; Robert T. Mason, WMRN Marion, O.; R. Sanford Guyer, WBTM Danville, Va.; A. E. Spokes, WJOY Burlington, Vt.; John F. Meagher, KYSM Mankato, Minn.; Simon Goldman, WJTN Jamestown, N. Y.; Frank Mills, WDWS Champaign, Ill.; Lefton L. Hendricks, KRRV Sherman, Tex. Board liaison members are William B. Smullin, KIEM Eureka, Calif., and Michael Hanna, WHCU Ithaca, N. Y.

### Braun Given New Post By Kenyon & Eckhardt

JOSEPH P. BRAUN, formerly media director of Kenyon & Eckhardt, New York, has been elected vice president and supervisor of the newly consolidated spacebuying and timebuying departments. Mr. Braun has been with the agency since 1933.

Within the newly merged department, Frank Palmer remains chief of radio timebuying, and Davis J. Gillespie and Robert Erath are in charge of magazine and newspaper spacebuying, respectively.

### Jacobs Now V-P

JOEL F. JACOBS, account executive at Doherty, Clifford & Shenfield, New York, has been appointed a vice president of the agency.

## D. C. RADIO INSTITUTE CONSIDERS JUVENILES

COOPERATION between organized women's groups and stations in the District of Columbia was effected at a radio institute held Thursday afternoon at the Washington Gas Light Co. auditorium. Several hundred women attended.

Women broadcasters from nine Washington stations directed a panel on proper use of broadcasting and participated in a skit titled "Has This Happened to You?" An audience participation program conducted by WOL Washington, with Arthur Casey, assistant general manager of WOL, discussed importance of women broadcasters and club groups to each other.

A. D. Willard Jr., NAB executive vice president, told the institute that the Dept. of Justice had found no documented evidence that broadcast programs contribute to child delinquency. Most criticism of radio on this ground has been eloquent rather than factual, he said. He told how broadcasters are working with educational, civic, governmental and religious groups to prevent programs from adversely influencing youngsters.

Dorothy Lewis, NAB coordinator of listener activity, found a threefold responsibility for juvenile listening—parents, organizations disseminating program information and broadcast stations. She pointed out that there are no clandestine broadcasts and parents are able to observe the type of programs their children hear.

## BANKRUPT NETWORK'S SUCCESSOR EMERGES

REMNANTS of the North Central Broadcasting System, forced into bankruptcy Dec. 16 after affiliated stations had filed suit for indebtedness exceeding $180,000, emerged this week as the Great Northern Broadcasting System, with A. A. (Tony) Fahy, KABR, as president.

The new regional, with headquarters at Kasota Bldg., Minneapolis, comprises 15 stations located in Minnesota, North and South Dakota, Wisconsin and Michigan. Other officers include John B. Cooley, KLPM Minot, N. D., vice president; Harold Bell, KGDE Fergus Falls, Minn., treasurer, and J. W. Huss, WJMS Ironwood, Mich., secretary.

The Walker Company was chosen to represent the regional on a national business.

Stations in the regional are: WLOL Minneapolis; KVOX Fargo, N. D.; KWLM Wilmar, Minn.; KMHL Marshall, Minn.; KGDE Fergus Falls., Minn.; WATW Ashland, Wis.; WJMS Ironwood, Mich.; WHDF Calumet, Mich.; WIKB Iron Mountain, Mich.; KGCU Bismarck, N. D.; KOVC Valley City, N. D.; KLPM Minot, N. D.; KDLR Devils Lake, N. D.; KABR Aberdeen, S. D.; KGCX Sidney, Mont.


Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.
The Shreveport Times Station

## Intercession

AN NBC line failure produced the following bizarre conversation on *Light of the World* program over WPTF Raleigh, N. C. During the Bible story dramatization, Abraham had just said to Lot, "Never fear. God will help us." The line went dead and Joel Lawhon, WPTF announcer, stepped in with the customary "One moment, please." Broadcast was resumed with Abraham's comment: "Thank you, God!"

## NEW NORFOLK OUTLET TO TAKE AIR FEBRUARY 2

WLOW, new 1-kw daytime independent at Norfolk, Va., will begin operations Sunday, Feb. 2, at 3 p. m. on 1590 kc, the station management announces. Station, licensed to Commonwealth Broadcasting Corp., plans to feature local, national and international special events and spot news coverage, locally produced variety and studio participation shows, and classical, folk and popular music. UP wire service, Raytheon and Collins technical equipment and Associated and Capitol transcription libraries will be used.

WLOW's new studios are located at Granby St. and Brooke Ave. in downtown Norfolk, and its transmitter is in West Norfolk.

Ninety per cent of the station's staff members are World War II veterans, according to Bob Wasdon, vice president and general manager.

Raymond Penner, program director, formerly was with WNEX Macon, Ga. The commercial staff includes: Don Kelly, commercial manager, formerly with WSBT South Bend, Ind., and WJOL Joliet, Ill.; Bill Carpenter, formerly chief of the Radio Division, Public Relations, Veterans Administration, Richmond; Coburn Gum, formerly with WTSP St. Petersburg, Fla.

Engineering staff is headed by Jack Siegel, secretary-treasurer and chief engineer. Also on the engineering staff are: William M. Manrov, recently with the West Virginia Network, and Preston Spear, who has recently conducted research work for Norfolk Navy Yard.

Nancy Penner, formerly with WNEX Macon, is traffic manager, Ralph Wasdon is continuity chief, Sam Siegel bookkeeper, and Wayne Franklin control room operator.

The announcing staff consists of Dick Gould, formerly in the legitimate theatre and with WBML Macon, Ga.; Bob Drepperd, formerly with WNAC Boston, WLLH Lowell, Mass., and WBML, and Milton Greene, formerly with WGH Newport News.

TREASURY Dept. medal for patriotic service on behalf of war finance activities has been presented to RCA Victor Division, Camden, N. J.

# FCC Must Decide If Union's Charges Make It Necessary to Reopen Record

DO a labor union's charges against a station justify FCC's reopening the record—or withholding a decision temporarily—on the station's application for increased facilities? That question was awaiting an answer by FCC last week.

The National Assn. of Broadcast Engineers & Technicians (NABET), whose five members at WDNC Durham, N. C. staged a strike last fall in a wage dispute [BROADCASTING, Nov. 18], petitioned FCC to reopen the record on WDNC's bid for a regional assignment. In the alternative, NABET asked that the Commission, which already has issued a proposed decision anticipating a grant of the WDNC application, withhold final decision pending the outcome of charges filed by NABET against WDNC, now under study by NLRB.

NABET contended the charges "are of such a serious character as to justify the Commission in reopening the case to consider vital and material evidence to determine whether . . . . WDNC [is] fit and qualified to operate a radio station of increased power or, in fact, to operate any radio station at all." The petition was filed by Clarence A. Allen, NABET national representative.

In reply WDNC contended, through the Washington law firm of Dempsey & Koplovitz, that the petition is actually a complaint and should be treated as such — that NLRB findings of unfair labor practices must logically precede the filing of a complaint. To grant the union's request and hear the charges, the station argued, "will lead to a breakdown of orderly administrative process and to a multiplicity of agency proceedings" since then the same charges would have to be passed upon by two agencies: FCC as well as NLRB. The WDNC petition said a "complete denial" of the union charges had been filed with NLRB.

Public Information Corp., a new company which holds a proposed decision for WDNC's present local facilities in event WDNC receives a final grant for a change of assignment, also filed opposition to the NABET petition. WDNC is now on 1490 kc with 250 w fulltime. The proposed decision looking toward a grant of the station's application for 620 kc with 5 kw day and 1 kw night, directionalized fulltime, and of Public Information's request for the present WDNC assignment, was issued last month [BROADCASTING, Dec. 16].

## Tax Bill Action Awaited; Radio Hoping for Relief

WHETHER broadcasters will get any relief from high excise taxes on leased lines beginning July 1 depends on House action this week on the first major legislation to be considered by the 80th Congress. The Rules Committee last Wednesday limited debate to three hours on a bill (HR-1030) reported out Monday by the Ways & Means Committee.

The bill, introduced by Rep. Robert A. Grant (R-Ill.), would continue indefinitely the wartime excise taxes which normally are due to expire June 30. In its report the Ways & Means Committee recommended adoption of HR-1030. At the Rules Committee meeting Wednesday, however, several members opposed continuation of 25% tax on long distance telephone and telegraph messages. Chairman Knutson (R-Minn.) agreed that the excise taxes on communications and possibly other necessities should be reduced. Under the rule adopted only amendments proposed by the Ways & Means Committee can be considered.

The bill is scheduled to be taken up Tuesday or Wednesday this week. Excise taxes directly affecting broadcasting (now in effect) are: Electric light bulbs and tubes, 20%; long distance telephone, 25%; domestic telegraph, cable or radio dispatches, 25%; leased wires, etc., 25%; wire and equipment service, 8%; local telephone service, 15%.

## KIOX Fulltime

FULLTIME regional operation for Bay City Broadcasting Co.'s KIOX, new station at Bay City, Tex., has been authorized by FCC. The company was granted a modification of construction permit to change frequency from 1110 to 1270 kc, with 1-kw fulltime instead of daytime-only operation. An extension of dates for commencement and completion of construction also was granted. The company is owned by T. C. Dodd, in the cattle and other businesses, and J. A. Clements, formerly with KPAC Port Arthur, Tex.

## SEES VIDEO AS MAJOR ADVERTISING FACTOR

TELEVISION will be an important part of many advertising budgets in two or three years, according to J. David Cathcart, advertising director, Home Instruments Division, RCA Victor. Mr. Cathcart addressed the Advertising Club of Washington at a luncheon last Tuesday.

Mr. Cathcart

Introduction of sets in cities—T-Day—brings an "upheaval" in every case, he said. Public understanding of the medium has been simplified by use of simplified terminology, such as picture tube instead of kinescope, he added. He described the kinescope as the production bottleneck, saying that every time a tube is built and tested a set is shipped, since the cabinet and chassis problem has been solved.

Mr. Cathcart described television as a two-sense (sound and sight) medium with important influence on the consumer. He said advertising agencies in New York that have experimented with television have been receiving inquiries from interested advertisers not among their clients. Video is a marketing natural, he added, and the world is waiting for it.

In its advertising, RCA Victor has decided to do a competitive job against other makes of television receivers instead of simply promoting the medium, Mr. Cathcart explained. As to color television, he explained operation of the CBS sequential and RCA simultaneous methods and said his division doesn't care which is finally adopted since it will make whatever the public will buy.

## McGeehan Resigns

MARTIN J. McGEEHAN, manager of The Walker Co. Chicago office, has announced his resignation effective Jan. 15.


WAKR AKRON

First in Listeners!

TOTAL RATED PERIODS*

HOOPER STATION LISTENING INDEX—DECEMBER, 1945 THROUGH APRIL 1946

# 5 Executives of Crosley Broadcasting Corp. Resign; Reasons Not Announced

FIVE EXECUTIVES of the Crosley Broadcasting Corp., four with WLW Cincinnati and one with WINS New York, have resigned, it was learned last week. James D. Shouse, Crosley president, declined comment.

The five are: Wilfred Guenther, manager of WLWA Cincinnati, Crosley FM station; Richard W. Hubbell, television consultant; A. E. (Tony) Scheffer, public relations and food merchandising consultant; Roger W. Baker, account executive of the sales department, all of headquarters operations in Cincinnati, and William Barlow, publicity director of WINS. Their resignations took place Wednesday.

Mr. Guenther, one-time promotion manager, television manager and subsequently international shortwave manager, returned to the Crosley organization following the war after four years in the Navy. When Crosley entered the FM field a short time ago Mr. Guenther was named manager of FM operations.

Mr. Hubbell joined the organization in October 1944 as production manager, later being named television consultant.

Mr. Baker, a veteran sports announcer, became chief sports announcer of WSAI (then a Crosley-owned station) in 1939. Three years later he was appointed public relations director and in September 1945 was transferred to the sales department.

Mr. Barlow, formerly with the publicity department of the Kroger Co., Cincinnati, was appointed to the WLW publicity department in 1939 and later became publicity director. When Crosley acquired WINS from Hearst Radio Inc. Mr. Barlow was transferred to New York as WINS publicity director. He recently recovered from an illness and plans to rest at his home in Cincinnati before announcing future plans.

Mr. Scheffer resigned to resume his former post of managing director of the Cincinnati Retail Grocers' Pure Food & Health Show, an annual event prior to the war. Shortly after the U. S. entered the war, the food show was terminated for the duration and Mr. Scheffer was named executive assistant to Mr. Shouse. When Mr. Baker was moved into sales Mr. Scheffer became public relations director. Last April he was made public relations and food merchandising consultant, paving the way for his eventual resignation to resume the food show direction in 1947 [BROADCASTING, April 22, 1946].

Plans of Messrs. Guenther, Hubbell and Baker are not known.

## Defend Free Competition Stoutly, NAB Head Urges

ASSERTING that only the economically free broadcaster is a free broadcaster, Justin Miller, NAB president, advised members of Hollywood Ad Club to stand vigorously against those who would eliminate free competition. His address, "Advertising, A Public Necessity," was presented at group's Jan. 20 meeting.

Attacking those opposing overcommercialism in radio, Judge Miller cited a recent issue of the *New York Times* containing advertising on all pages but one. Yet, he concluded, few ever criticize this newspaper on comparable grounds.

Judge Miller addressed annual banquet of Los Angeles Chamber of Commerce Jan. 22 on "Government By Law or Administrative Decree."

## Durkee Advisor

JAMES D. DURKEE, chief of the FCC Engineering Division's International Aviation Section, has been named one of the advisors to the U. S. delegate to the South Pacific Regional Air Navigation Meeting of the Provisional International Civil Aviation Organization (PICAO), which convenes at Melbourne, Australia, on Feb. 4. Glen A. Gilbert, consultant to the Civil Aeronautics Administration Administrator, were named delegate with Capt. A. S. Heyward, USN, PICAO Navy coordinator, as alternate.


SONOCRAFT

DISC — TAPE — WIRE

for IMMEDIATE DELIVERY!

RECORDING EQUIPMENT AND RECORD BLANKS

REPRESENTING:

Presto Recording Corp.
Atlec-Lansing Corp.
Brush Development Co.
Reco-ton Corp.
Rek-O-Kut Co.

SONOCRAFT CO., Inc.

45 West 45th St., New York 19, N. Y.

BRyant 9-8997

FCC CHAIRMAN Charles R. Denny checks a CBS color television camera during recent inspection of CBS video laboratories, New York, as another FCC representative, Comr. Ray C. Wakefield (extreme r), looks on. Standing at side of and behind Chairman Denny are Vir James, CBS engineer (nearest camera), and Dr. Peter C. Goldmark, inventor of CBS color television system. In left background are Harry M. Plotkin, assistant general counsel of FCC, and Julius F. Brauner, CBS general attorney.

## See Du Mont Video

DEMONSTRATION of Du Mont television in Philadelphia was staged Jan. 21 at Town Hall under the auspices of the Philadelphia Radio Servicemen's Assn. W. K. Burlingame, chief technician, Television Receiver Division, Du Mont Labs, conducted the demonstration with emphasis on service aids to television dealer service departments.

## PROBE OF SUBVERSIVE INFLUENCES PROMISED

PROMISING a thorough investigation and exposure of "subversive influences operating in the United States," Chairman J. Parnell Thomas (R-N.J.) of the House Committee on Un-American Activities, announced last week the committee would institute a "counter-educational program" against "subversive propaganda" on the air and in other media of communication.

He stated that Robert E. Stripling, former chief investigator of the old Dies Committee, had been named committee clerk and chief investigator [CLOSED CIRCUIT, July 1, 1946]. Mr. Stripling succeeds Ernie Adamson who resigned Jan. 1 as general counsel. Resignation of George V. McDaevit, investigator, also was announced. The committee retained Louis Russell, one-time investigator for the House Select Committee to Investigate the FCC (78th Congress), and ex-FBI agent. Also held over is John Carrington, former committee clerk, who becomes minority clerk.

Chairman Thomas declined to reveal the committee's concrete plans but said he was submitting a "program of investigations" to the full committee. That program, it was understood, will include a thorough probe of alleged subversive activities in the radio, newspaper, motion picture and educational fields, as well as in Government.

# NAB-RMA Liaison Committee Planning Washington Luncheon Meeting Jan. 30

FIRST inter-industry meeting ever held by top-level officials representing the broadcasting and radio manufacturing industries will be held Jan. 30 in Washington when the joint NAB-RMA Liaison Committee will hold an all-day meeting at the Statler Hotel.

Jointly presiding will be Justin Miller, NAB president, and Ray C. Cosgrove, RMA president. They will be flanked by other executives of the two associations as well as by members of the joint committee, which was appointed last November.

After a general program is worked out for the liaison operation, the committee is expected to take up two projects—National Radio Week and the RMA's "A Radio in Every Room—A Radio for Every Purpose" campaign.

NAB will submit the resolution adopted at the San Francisco meeting of three West Coast districts calling on set manufacturers to widen the dial spread of station settings, particularly in the upper end of the standard AM band.

NAB already has taken steps to join RMA's promotion plan through the Sales Managers Executive Committee (see separate committee story page 18). RMA has appropriated $50,000 for the campaign, which will be formally launched in March. FM Assn. also is planning to take part in the set promotion drive.

Representing NAB on the liaison committee are T. A. M. Craven, Cowles Broadcasting Co.; William Fay, WHAM Rochester; Gordon Gray, WSJS Winston-Salem; James D. Shouse, WLW Cincinnati, an NAB board member; Carleton D. Smith, WRC Washington.

RMA committee members are Dr. W. R. G. Baker, General Electric Co.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, RCA Victor Division; Paul V. Galvin, Galvin Mfg. Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.

Detailed plans for the set drive will be drawn Feb. 6 at a meeting of the RMA Advertising Committee, headed by John Garceau, Farnsworth Television & Radio Corp. The committee is expected to receive recommendation for appointment of an advertising agency to handle the drive from a subcommittee headed by E. R. Taylor, Zenith Radio Corp.

## Upcoming

Jan. 27: NAB Employe-Employer Relations Committee, Hotel Mayflower, Washington.
Jan. 27: Resumption CBS Color Television Hearing Before FCC, Federal Court House, New York.
Jan. 27-31: American Institute of Electrical Engineers Winter Meeting, Engineering Society Bldg., New York.
Jan. 29-31: NAB Small Market Stations Executive Committee, Hotel Statler, Washington.
Feb. 10: FMA Executive Committee, FMA Hdqtrs., Washington.
Feb. 10-11: NAB Legislative Committee, Mayflower Hotel, Washington.
Feb. 18-19: NAB Public Relations Executive Committee, Statler Hotel, Washington.
March 6-9: Annual Conference on Station Problems, Oklahoma U., Norman, Okla.
March 7-9: Assn. of Women Broadcasters Annual Convention, Hotel Roosevelt, New York.
March 10-11: National Marketing Conference, sponsored by U. S. Chamber of Commerce Domestic Distribution Dept., Hotel Stevens, Chicago.
March 15: Assn. of Women Broadcasters, "Women in Radio" Conference, Cornell U., Ithaca, N. Y.

## 2 FM Outlets at Macon Will Take Air on Feb. 10

STATIONS WMAZ and WBML of Macon, Ga., will start operating their FM outlets Monday, Feb. 10. Both stations have been granted 10,000 w power, but both will go on to the air temporarily with 250 w, the first FM outlets in middle Georgia.

Wilton E. Cobb, general manager of WMAZ, says that his station's FM transmitter and antenna will be located temporarily in the Bankers Insurance Bldg. At a later date WMAZ will erect a building and a 500-foot FM tower on a site near Porter Field.

Charles Pittman, WBML's general manager, reports that his outlet's FM antenna will be located for the present atop the WBML AM tower, and the transmitter will be located in the First National Bank Bldg.

The Macon Broadcasting Co., operators of WNEX, and the *Macon News and Telegraph* have been given conditional FM grants by the FCC.

## $142,000 in Benefits

CHICAGO OFFICE of Dancer-Fitzgerald-Sample Inc., reports that the agency paid out $142,000 in employe benefits during 1946. Largest part of this amount was represented in the agency's profit-sharing (retirement income) plan financed entirely by the company. Other employe benefits included Christmas bonuses, group life insurance, group hospitalization and group accident and sickness benefits. The $142,000 accounts for a good proportion of company earnings during 1946, the agency said. H. M. (Mix) Dancer, agency president, also announced the new vacation plan begun last year would be continued in 1947—employes with the company 10 years or longer to receive four weeks' vacation with pay, those with over five years service to receive three weeks' vacation with pay.

# CBS Executive Tells Electrical Group Why His Network Favors Color Video

A REVIEW OF CBS efforts to gain acceptance of its color television system was given by Adrian Murphy, CBS vice president, to the Essex Electrical League at Military Park Hotel, Newark, N. J., last week.

Said Mr. Murphy: "I can assure you that interest in color television is world-wide. We have demonstrated our pictures to the representatives of a large number of broadcasting organizations from many countries. Their interest is naturally high — particularly in those foreign countries where a television broadcast service has not yet been established."

Mr. Murphy also explained to his audience, made up of experts in various electrical fields, why the sequential standards for which CBS is seeking FCC approval, "will provide the best service per dollar spent by the broadcaster and the public."

First, he pointed out, "because there is assurance that the simultaneous system can never be made to work satisfactorily within the limitations of economic practicability.

"Second, because linking stations into a network appears to be more difficult and costly with simultaneous than with sequential standards.

"Third, because the simultaneous standards appear to require projection type receivers, and to preclude the manufacture of small, direct-view receivers which can be sold at minimum cost and which will obviously constitute the backbone of the viewing audience."

The CBS vice president emphasized that it isn't what CBS or any television broadcaster or manufacturer or the FCC thinks about color television that really counts, but that so long as a system is technically feasible "the public should be permitted to choose the kind of television it prefers." He said CBS is asking "for equal treatment with black and white television so the public can choose."

## Farrar Retires

JOHN G. FARRAR, former comptroller of the General Electric Co., who since last fall has been on the staff of Charles E. Wilson, president of General Electric, has retired from active service with the company. Mr. Farrar first joined General Electric in 1907 as a draftsman. Six years later he left the company and spent several years with other firms on design engineering work, returning in 1919 to develop and conduct a course in business practices for the company's young engineers. Upon completion of this assignment, he was put on the company's traveling auditor staff and became chief traveling auditor in 1926. He became assistant general auditor in 1930, assistant comptroller in 1936, and was elected comptroller in June 1944. Last September he resigned as comptroller because of poor health, and was appointed to the G-E president's staff for special assignments at Schenectady. During the war years, Mr. Farrar was a member of the G-E war projects committee..

## WCIF, FIFTH LACKEY STATION, TAKES AIR

WCIF Madisonville, fifth member of the Lackey group of stations in Western Kentucky, went on the air Sunday, Jan. 19, on 730 kc. Station is licensed for daytime operation with 250 w.

Feature of the opening day's broadcasts was a studio program at 2 p.m. in which leading citizens of Madisonville and Hugh O. Potter, WOMI Owensboro, welcomed the new outlet to the airwaves. Responding to the welcome, the Lackey brothers—Pierce E. Lackey of Paducah, president of Hopkinsville Broadcasting Co. Inc. and manager of WPAD Paducah; F. Ernest Lackey of Hopkinsville, vice president of Madisonville Broadcasting Co. and manager of WHOP Hopkinsville, and Hecht S. Lackey, manager of WSON Henderson—engaged in a round-the-mike discussion.

T. E. Brewer, formerly chief engineer of WHOP, is station manager at WCIP, and the staff includes C. R. Fredericks, chief engineer; Dick Harris, announcer; John Hatcher, program and traffic manager and announcer. Other staff members are to be added.

The station has announced that its call letters stand for the slogan, "With Community Interest First."

Stations in the Lackey group besides WCIF include: WPAD Paducah, established in 1930; WHOP Hopkinsville, established in 1940; WSON Henderson, 1941, and WKTM Mayfield, October 1946.

## WILT GUNZENDORFER IS PROMOTED BY KROW

PROMOTION of Wilt Gunzendorfer to general manager of KROW Oakland, Calif., was announced last week by Sheldon Sackett, president of KROW Inc.

Mr. Gunzendorfer

Coincident with Mr. Gunzendorfer's appointment, Richard C. D. Bell, formerly with KPAC Port Arthur and KRIC Beaumont, was named assistant general manager, and Russ Coughlan, of the station's special events staff, program manager.

Mr. Gunzendorfer was named KROW station manager in January 1946, being elevated from commercial and assistant general manager.

Prior to coming to KROW, Mr. Gunzendorfer was commercial and station manager of KSFO San Francisco, and before that for six years was general manager of KSRO Santa Rosa. He is at present a member of the radio faculty of the extension division of the U. of California.

## Morelock Named

VERNON L. MORELOCK, radio director of Anfenger Adv., St. Louis, has been elected a vice president and director of the agency. In addition to his agency activities, Mr. Moreland has served as radio chairman of the 1945 and 1946 Red Cross campaigns in St. Louis and as civilian radio director for the Waves and Spars recruiting drives. He recently accepted the appointment as publicity chairman for the 1947 St. Louis Red Cross campaign.

Mr. Morelock


AGRICULTURAL

We've been programmed for the farmer for 20 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

# Classified Advertisements

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

## Help Wanted

**Transmitter** engineer for progressive NBC affiliate in upstate New York. Good working conditions. Send qualifications at once to Box 492, BROADCASTING.

**Help wanted:** Combination traffic and continuity writers; salesman, and experienced radio bookkeepers. Give complete information in first letter, stating experience, expected salary etc. Positions open in three stations in east coast area. Could also use experienced news reporters to handle local news coverage and reporting. Box 567, BROADCASTING.

**National transcription** sales company has opening for salesmen. Commission basis. Top-flight shows. Box 575, BROADCASTING.

**Announcer** with top flight abilities wanted for position with stringent requirements. Commensurate salary. Audition disk, photograph, references required. New station. Box 591, BROADCASTING.

**Salesman** wanted, capable of specializing in program sales. Salary and commission against guarantee, not drawing account. Man selected will have opportunity of advancing to commercial managership. New kilowatt fulltime network affiliate. Box 594, BROADCASTING.

**Experienced program** director with knowledge general station operations as assistant manager. State qualifications, salary. Outstanding opportunity for right man. Box 596, BROADCASTING.

**Midsouth** 5 kw now accepting applications for transmitter supervisor. Minimum requirement 5 years broadcast experience. Give full details first letter and include recent photo. Box 610, BROADCASTING.

**Wanted:** Young lady capable of taking complete charge of traffic department of 250 watt Texas station. Must also have experience in typing, shorthand and a smattering of bookkeeping. Pleasant working conditions, short hours, good pay in town of 27,000 population. Send picture and give full particulars in first letter. Box 611, BROADCASTING.

**Program director**-chief announcer 250 watt network affiliated station in town of 17,000 southeastern United States capable of taking charge in absence of manager. Better than average chance promotion. State experience, qualifications and salary expected. Box 640, BROADCASTING.

**Chief engineer** for station in large New England city, capable of making complete AM 1000 watt installation from ground up. Employment to continue as chief after installation. Photo, qualifications, minimum salary in first letter. Box 648, BROADCASTING.

**Commercial manager** for ABC station, one who can sell and direct others, must be experienced. Excellent proposition in 2 station market of 300,000. Box 650, BROADCASTING.

**Salesman** for central New York state ABC station. Market 350,000; fine proposition to make real money and advancement. Box 651, BROADCASTING.

**Wanted:** Experienced radio telephone operator for new 250 watt station. Start $45 per week, housing assured. Write details with reference to John H. Biddle, WHUN, Huntingdon, Penna.

**Combination announcer** with first class license for network station. Promotion opportunity. $200 monthly for 46 hours weekly. Address Manager, Station WRNO, Orangeburg, S. C.

**Wanted**—Two assistant managers, two traffic girls with network experience, three announcers, two class one technicians who can do part time announcing, four copywriters to staff two new radio stations which will be a part of a southwestern network. Apply KGGM, Albuquerque, New Mexico.

**Transcription salesmen**—National organization has opening in Chicago and in New York for two men experienced in station sales problems. Work pays extremely well. Travelling a requisite. Your letter of application will govern appointment. Write P. O. Box 1269, Hollywood 28, Calif.

## Help Wanted (Con't)

**Northwest** Radio Academy, 906 E. John Street, Seattle 2, Washington, trains combination men. Announcing and first phone ticket. G.I. accredited.

**Writers**—men or women, legal residents New York State, to create public interest announcements and programs. Opportunity to develop ideas. Civil Service minimum requirements, including similar war service: professional radio writing ranging from two to four years, depending on educational background. Starting salary $3500-$4000. Reply by letter only to Miles Heberer, Director, New York State Radio Bureau, Department of Commerce, 112 State Street, Albany, New York.

**Traffic manager,** young woman who is competent secretary, TWX operator with practical experience as manager or assistant traffic manager network station. Excellent starting salary with better than average opportunity for rapid advancement. Write, wire or phone KCRA, Sacramento, California.

**Chief engineer** for new 1 kw daytime station at Charleston, S. C. Must be able to handle responsibility for installing all equipment, supervising renovation studio quarters, etc. Write in full confidence giving details on yourself and experience, salary required, etc. Station owned by an engineer. Write J. B. Fuqua, WGAC, Augusta, Ga.

**WTHI now constructing** 1000 watt AM and 20,000 watt FM in Terre Haute, Indiana. Now interviewing applicants for sales, program, engineering and office personnel. Write full qualifications, references, salary expectations, stating when you would be available for interview. Write Robert H. Warner, WTHI, 313 Fairbanks Block, Terre Haute, Indiana.

**Salary is good,** working conditions more than agreeable, advancement possibilities over average, if you are an operator-announcer "looking". Send all replies and voice audition immediately. KXLF, Butte, Montana.

**Operator**—First class, announcing experience desirable. State experience, training, salary, full details first letter to KXLJ, Helena, Montana.

**Good announcer** with first ticket. $60 weekly to start. Network affiliate. KENO, Las Vegas, Nevada.

**Openings**—Southern salesmen, announcers. RRR, Personnel Service, Box 413, Philadelphia.

**Wanted**—Manager and commercial manager for new station in east. Expect to be on air within 30-45 days. Good opportunity for proper men. Salary measured by your ability. Box 657, BROADCASTING.

**Wanted**—Manager for daytime station in east. New station has been on air 6 months. Good opportunity for proper man capable of taking complete charge. Box 658, BROADCASTING.

**Ground floor opportunity.** We want a man who can sell syndicated radio programs and radio production. The right man will have had selling experience with a radio station or advertising agency. Our staff knows of this advertisement. Box 660, BROADCASTING.

**Will pay** $62.40 for 48 hour week guaranteed. Want good announcer who must have first class engineers license. Network affiliate in North Carolina. Send photo and full details first letter. Box 665, BROADCASTING.

**First class** operator for 5000 watt station. Give complete details, salary expected first letter. KMLB, Monroe, Louisiana.

**New 250 watter,** network affiliate, just authorized in Georgia, now accepting applications for engineers, manager and other staff positions. Write full qualifications, references, salary expectations, date of availability. Box 666, BROADCASTING.

**Wanted**—Man with experience in management of radio station. Excellent opportunity. May invest part of capital if desirous of doing so. Box 673, BROADCASTING.

**Announcers needed**—1 kw, daytime station Winston-Salem, N. C. Experience preferred. Send photo and disc to Box 739, Winston-Salem.

## Help Wanted (Con't)

**Attention good announcers** south and southwest tired of trying to eat watts and future advancement promises. If you can sell, here is setup: Job combines announcing 5 days—30 hours selling rest of time. All daytime work. No local "house" accounts. Business divided between you and two others. Well financed station to open late spring. Only one in home town, complete area covers 200,000. Semi-tropical climate near Gulf resorts. Salary, plus draw against commission, plus gas and oil. Car required. Married man preferred. Convince me in letter why I should see you personally in April or May. Box 668, BROADCASTING.

**Transmitter engineer** with first class license. WPIK, Alexandria, Va.

**Combination announcer-operators** and engineers starting about March first. State detailed qualifications and salary requirements. WIKC Bogalusa, Louisiana.

**New station** going on air March 1. Need announcers, engineers, writers, program men. Write giving all details with photograph first letter. W. S. Weatherly, WOOB, Anniston, Ala.

## Situations Wanted

**Progressive engineer** desires chief engineer position Midwest station on the way up. Wide experience AM and FM. Good technical education. Present position technical supervisor. Fine references. For details write Box 680, BROADCASTING.

**Announcer**—newscaster-producer. Eight years New York radio background. East or west coast. $60.00 minimum. Single, 30, vet. Box 681, BROADCASTING.

**Experienced man** (33) excellent, well-rounded radio background, available to manage small station. College education. Able to meet public. Qualified to organize and direct sales, news and programming, exception news background. Personal interview if desired. Interested in permanent job which assures financial returns commensurate with ability to produce sales and develop well-programmed station. Box 672, BROADCASTING.

**Florida station** managership desired, veteran, six years broadcasting, manager two small midwest stations, possible consideration sales managership, some investment. Box 675, BROADCASTING.

**Sportscaster available** — veteran, seven years experience, writes own material. Play by play all sports. Good record show man. Married, settled. Interested in program or production work. Box 674, BROADCASTING.

**Announcer**—Two years Boston University, NBC, Columbia University course in announcing. Background, several years violinist-vocalist. Box 677, BROADCASTING.

**Sports** and special events man, four years experience, double as disk jockey. Veteran, 26 years old. Steady, dependable, looking for permanent affiliation with progressive midwest station. Write shows and air copy. State salary and conditions first letter. Box 678, BROADCASTING.


**SALES ENGINEER**

Engineering firm desires sales engineer for southeastern territory and middle east territory to sell professional services, broadcasting and communications equipment. Right man can earn $500.00 to $1000.00 monthly on commission basis against drawing account. Interview will be arranged and references required.

BOX 679, BROADCASTING

**SPORTS ANNOUNCER — Desiring change to good new or old station desiring dominant sports position. 10 years major college football, basketball, organized baseball. Network and agency recommendations.**

**Box 631, BROADCASTING**

**PRESTO 10-A BROADCAST TRANSCRIPTION TURNTABLES**

**Packed two in wood case, only four available at present; $175.40 net each, less pickup. These list at $218 each in factory cases; not surplus merchandise. Airmail $25.00 deposit will ship same day order is received; balance COD express.**

**RADIO & TELEVISION SUPPLY CO.**
**152 Hobson Ave., Box 892**
**Pueblo, Colorado**

**FOR SALE**

*Regional Station*

Complete station now in operation under one roof, new building, land, self-supporting tower and excellent equipment.

Present owner may have to sacrifice because of health. Desires to discuss possible sale immediately with prospective buyers.

*BOX 656, BROADCASTING*

**WANTED IMMEDIATELY**

**Live-wire salesman by progressive 1 kw station in alert southern community.**
**If you are an immediate producer, we're interested. Write to D. H. Long, WKLX, Lexington, Ky.**

*TOWERS ! !*

IMMEDIATE DELIVERY!

Uniform cross section guyed. 150 feet to 300 feet. Priced to fit the pocket-book. Designed to please the engineer. Complete with guyes and lighting. First come, first served!

**RADIO ENGINEERING COMPANY**
**1355 MARKET STREET**
**SAN FRANCISCO, CALIFORNIA**
**MARKET 8171**
**N. J. PATTERSON, OWNER**

*ADVERTISING SALESMAN WANTED*

**Perhaps there is a newspaper advertising solicitor in radio who still has printers ink in his veins and wants to get back to his first love. An only daily in a fine, small western city of 10,000 without competition and which also owns the only radio station, is looking for a man to head its two-man newspaper advertising dept. Salary $60.00 per week for the fellow with the know-how. Tell all in letter. Enclose full length snapshot.**

***BOX 637, BROADCASTING***

**WANTED**

**RADIO COPYWRITER**

**We need a man or woman who has had considerable experience writing commercial and retail announcements with plenty of punch. The right person will find this a pleasant job with a good future. If you would like a permanent position with one of Ohio's established advertising agencies, write us giving complete details including your radio experience, age, salary desired. Be sure to send samples of spot announcement and general copy. (Our staff knows of this ad.)**

**Box 654, BROADCASTING**

## Situations Wanted (Cont'd)

**Man** with excellent administrative and promotional experience plus fine musical background desires connection with agency or station as program-production manager. Outstanding references. Box 414, BROADCASTING.

**Nine years** announcing, programming, writing, merchandising, and promotion. Some selling. Good musician and hillbilly emcee. Terrific mailpull. State all including salary. Box 493, BROADCASTING.

**Engineer,** experienced. Studios, transmitters, recording. Make offer. Box 456, BROADCASTING.

**Sports announcer.** Midwest specialist with a thorough knowledge of major sports. Excellent references. Box 576, BROADCASTING.

**Experienced announcer** . . . now employed as program director-announcer, desires to make change. Full details upon request. Box 577, BROADCASTING.

**Experienced engineer,** some announcing ability. Make offer. Box 590, BROADCASTING.

**Experienced manager** available—Now general manager Mutual outlet. Fifteen years all phases. Sober, responsible. South only. Box 622, BROADCASTING.

**Experienced salesman** desires change to wide-awake station with pleasant working conditions. Box 623, BROADCASTING.

**NY agencies, reps:** Before you hire that new man, talk to me. Young, personable, exceptional background all phases radio. Currently employed. Box 624, BROADCASTING.

**Sales manager** available for station that needs hypo in sales. Must be permanent. Outstanding record on basic network affiliate. Veteran. Box 625, BROADCASTING.

**Salesman.** Available, must be permanent position with future. Excellent references plus volume background. Veteran. Box 626, BROADCASTING.

**Announcer staff,** experienced. Veteran, married, good newscaster. Transcription on request. Box 628, BROADCASTING.

**Announcer.** Dependable. Married, veteran. Transcription on request. Box 629, BROADCASTING.

**Announcer**—veteran, 26, married, no children. Can handle all types of commercials, news, platter shows, ad lib and special events. Have completed radio workshop course in nationally recognized school. Ambitious, reliable, capable. Need only opportunity to prove ability. Audition disc and photograph available. Box 632, BROADCASTING.

**A wee Leprechaun** awoke me the other morning and said; "Dennie me bye, it's toime that ye should be lookin' afther ye'er fuchoor." "Right you are, little man," says I. "Thin," says he, "write a letter-r to Broadcastin' givin' ye'er age (27), expeeryence (3 years reading news, commercials, turning records, etc.), and that ye'er willin' to wurruk fer th' luxuries of life and a few of th' nicissities. And don't ferget ye'er box number-r!" I didn't. By way of "inthraduction" it's Box 633, BROADCASTING.

**Experienced salesman** who has been acting in capacity of commercial manager. Put station in black in town of 65,000 already supporting two radio stations. Now employed with same station. Single, age 33, veteran. Will go anywhere, but prefer deep south. References. Box 634, BROADCASTING.

**Announcer.** Sports, news specialist, anxious to join network outlet or 1 kw or over station, preferably eastern market. Best of references, transcription on request. Seven years experience. Box 635, BROADCASTING.

**Chief engineer** 1000 watt directional station desires change. Thoroughly experienced in construction, maintenance, and operation of stations. Box 638, BROADCASTING.

**Station manager.** 17 years personnel, production, programming. Want to develop small station. Ideas, versatility, can make the most of what you've got. Excellent organizer, administrator. Locate anywhere. Top references. Veteran, married, 38. Box 641, BROADCASTING.

**Far west** stations attention: Announcer, experienced Los Angeles area. Particularly interested in small net outlet. Happy to send audition disc if you have definite opening. Bx 642, BROADCASTING.

**News and special** events director. Eight years experience, all phases radio news. Journalism graduate. Age 30, married. Now news director and commentator with regional network. National reputation. Want position with greater opportunity. Box 643, BROADCASTING.

## Situations Wanted (Cont'd)

**Energetic radio writer,** ex G.I. seeks position on small broadcasting station. Long on ideas, if short on experience. College education. References. Why not give me a chance by contacting Box 644, BROADCASTING.

**Musical director:** Three years radio, 18 years piano, organ, musical background. Outstanding artist. Experienced record, transcription programming. Can supply latest Hammond organ. Box 646, BROADCASTING.

**Veteran,** eight years radio, desires announcer-program director position local or announcer—regional. Prefer northern U. S.—health reasons. Now employed south. Details, transcription on request. Box 647, BROADCASTING.

**Program director** or ass't manager: Thoroughly experienced all phases radio broadcasting. Presently employed network affiliate. If you want a steady, reliable man with the "know how" to do a good job, and ten years experience, let me send you a complete report. Box 649, BROADCASTING.

**Program director.** Experienced ex-GI with AB degree wishes permanent connection of responsibility. Opportunity for advancement paramount. Single. Small eastern station preferred. Box 652, BROADCASTING.

**Engineer-announcer:** interested in position which offers part time sales work. Presently employed. 1st class ticket. Answer all inquiries. Box 653, BROADCASTING.

**Ex-vet 26,** has just completed intensive practical radio workshop course with nationally known school. Desires position as staff announcer with small station. For full particulars and transcription, write: Larry Schultz, 2420 N. Springfield Ave., Chicago 47, Illinois.

**Engineer-announcer**—first class, college graduate. Army communications officer four years. Prefer small station looking for versatile individual with opportunity to learn management, program, etc. Excellent references, photo, disc available. Prefer New England or vicinity. Available immediately. Bradbard, 213 Beach 71 Street, Arverne, Long Island, New York.

**Announcer** — veteran, 29, thoroughly trained all phases of radio, prefer Texas, consider anywhere. Disc, details on request, Martin Lucas, 8126½ Indiana Avenue, Chicago 19.

**Consider immediate** opening Ohio region. Prefer transmitter, have telephone first. Phone you. Bill Crooks, R2, Loudonville, Ohio.

**Young man** wants start in radio as announcer. Especially talented in narrating sports. B.A. degree, single, willing to travel. R. O. Moran, 37 Seventh Ave., LaGrange, Ill.

**Announcer.** Conscientious, willing, vet, 27, married, desires position with station paying "livable" wage. Limited experience before and during service. Now engaged radio work. Will send disc and picture. James L. Orngard, 1716 N. Kedvale Ave., Chicago 39, Ill.

**Engineer:** Sixteen years experience AM/FM, construction, maintenance, operation. Desire chief engineer position. First telephone, telegraph licenses. Available immediately. All inquiries answered. Box 630, BROADCASTING.

**Announcer.** Top references. Prefer New York City or vicinity. Veteran, single, 42. Al Bourne, P. O. Box 424, Decatur, Ill.

**Hal Styles may solve your problem with** a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

**Program director-producer.** Showmanship-plus background. Available for $150 weekly thru—RRR, Personnel Service, Box 413, Philadelphia.

**Program director**—desires station in small progressive community. Box 655, BROADCASTING.

**Announcer**—Versatile, good speech. Armed Forces Radio, station experience. Graduate announcers school, Radio City, N. Y. Can write, etc., sell, if necessary. 29, married. Box 659, BROADCASTING.

**Announcer**—veteran. Welcomes all offers. College; proven ability. Box 664, BROADCASTING.

## Situations Wanted (Cont'd)

**Program director**—prefer new station North Atlantic states, former announcer NYC independants, AFRS, affiliate station manager. At present teaching radio. References, single. Available June 20th. Write Box 662, BROADCASTING.

**Engineer** presently employed wants change. Prefers New York City, Boston, Philadelphia, or Baltimore vicinity. Thoroughly experienced AM-FM. What am I offered. Box 663, BROADCASTING.

**Assist. to manager:** Versatile, ambitious, aggressive young man, age 23, with five years radio experience in all phases of station operation. Desires position whereby can assist manager with problems of importance. Veteran. Plenty of excellent references. Prefer central or southern U.S.A. Box 661, BROADCASTING.

**Program director-announcer,** 3½ years experience announcing, programming, production. Excellent NBC audition, references. Available immediately. Box 667, BROADCASTING.

**Transmitter engineer,** competent, dependable, now employed at CBS affiliate. Will consider position within 400 miles Pittsburgh. Box 669, BROADCASTING.

**Versatile announcer,** veteran, 22, two years microphone experience, graduated announcing college, accent on commercials, newscasting, musical shows. Box 670, BROADCASTING.

**Experienced licensed engineer.** Qualifications unlimited. Desires position in NE region of country. Box 671, BROADCASTING.

**Engineer-announcer** looking. One year experience as combination man. Single, 22 and willing to work. Require college town wtih hours arranged to attend school. Buck an hour suits me. Box 674, BROADCASTING.

**Disc jockey:** 5 year man. Let the audition disc do the talking. Box 682, BROADCASTING.

**Veteran** starting in radio. 1 year college; excellent in all phases of broadcasting. Disc, photo on request. R. M. Zeeck, 1100 N. LaSalle St., Chicago 10, Ill.

## For Sale

**For sale**—Network outlet full-time regional station. Located in a rich Rocky Mountain city, this long established full-time regional is affiliated with a national network and a strong regional network; has a long record of profits, large steady volume, facilities well maintained. This radio property is priced right. Can be purchased by the right party for $230,000.

**For sale**—Southern 250 watt station, network affiliate, showing nice profits and with excellent potential. Price $100,000.

**For sale**—Part interest in network outlet station and general managership to the right kind of financially responsible individual. Approximately 15% stock ownership in Rocky Mountain east network outlet, excellent volume in exclusive trade area, making good profits. For $32,500.00 cash or in negotiable securities approximately 15% and general managership to the right party who wants to live in and be part of the community.

**Write** Blackburn-Hamilton Co., Radio Station Brokers, Washington, D. C. James W. Blackburn, 1011 New Hampshire Ave., National 7405. San Francisco —Ray V. Hamilton, 235 Montgomery St., Exbrook 5672.

**For sale** because of possible overlap. A 250 watt, full time Mutual station. Located in town of 18,000. Southeastern section. Now clearing $25,000 per year. Station can be bought on part cash basis. Write Box 537, BROADCASTING.

**Best offer** takes Temco transmitter, 250 watts, never used. Studio console with loud speakers and cabinets, oscilloscope, monitor amplifier, all or part. Box 639, BROADCASTING.

**One kw** 100 mc RF amplifier. Box 645, BROADCASTING.

**For sale**—G.R. Model 575-E frequency monitor, $250.00. Immediate delivery. P. O. Box 767, Visalia, California.

**250 watt** composite transmitter all ready to go. Taken out of service October 1, 1946. Best offer takes it F.O.B. KOOS, Coos Bay, Oregon.

## For Sale (Cont'd)

**For sale**—Two 300 ft. Milliken self-supporting towers. Dismantled and ready for immediate shipment. If interested contact Stanley Brown, 105 E. Martin Street, Raleigh, North Carolina. Telephone 4842.

**Ground wire for sale:** 37,000 feet of No. 10 MHD bare solid copper. John C. Hanner, WCPS, Tarboro, N. C.

**Copper coil.** New hard drawn electrolytic, .025 thick x 2-9/32" wide. 100-lb. coils, approx. 400 ft. to coil. 38c lb. C. Kirk, 5307 S. May St., Chicago 9.

**For sale:** One Bliley BC46T crystal and oven complete-ground 1230 kc. New—$50.00. WMCA, Corinth, Mississippi.

## Wanted to Buy

**Existing** or interest in proposed 250/500 watt station in southwest. Replies confidential. Box 595, BROADCASTING.

**Financially responsible** investor is interested in purchasing control or substantial interest in existing or proposed AM or FM station in east. Complete information requested first letter. Box 627, BROADCASTING.

**Experienced radio man** seeking small AM station or controlling interest. Wants station west of Rockies in community more than 10,000 population. Box 636, BROADCASTING.

## Miscellaneous

**Radio station brokers**—Public and private financing of established broadcasting companies. Confidential negotiations for the purchase and sale of radio station. Inquiries invited. Stark & Company, Inc., Howard E. Stark, President, 10 E. 40th St., New York 16, N. Y. Lexington 2-8960.

**Jockey's comedy** collection, $2.00. Kleinman, 25-31-T 30th Rd., Astoria 2, N. Y.

**Radio station appraisals**—Property values, market analyses. George H. Jaspert, Radio Consultant, Little Bldg., Boston 16, Mass. Hancock 4948.

**Frequency monitor service:** We service all standard makes of station monitors including replacement or regrinding of the crystal. High quality quartz crystals for broadcast service. Station frequency measurements; our reports are accepted by the FCC. Over a decade of satisfaction and prompt service. Eidson Electronic Company, Temple, Texas.


**NOW YOU CAN**

# INCREASE

**YOUR EARNING POWER IN RADIO!**

Unless you have had specialized training in radio, under expert guidance—you may not have capitalized completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

*Ernest Molver, Washington editor for CBS News—"My work as news editor has greatly improved as a direct result of my training in this school. My writing and broadcasting ability was augmented."*

**The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Alice Keith, nationally famous author and educator. GI accredited.**

★

*Address inquiries to:*
**NATIONAL ACADEMY OF BROADCASTING**
*1366 Irving St., N.W., Dept. 103, Washington 10, D. C.*

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

KSO
DES MOINES
The Best Buy in Central Iowa
CBS

BASIC CBS

RESPONSE-RATED
KSO PRODUCED SHOWS

PLUS ALL-ROUND
SMART PROGRAMMING
AND PRODUCTION
KEEP RADIO DIALS
IN DES MOINES &
CENTRAL IOWA
TUNED TO KSO

Let the nearest Headley-Reed Representative give you the fact-full KSO story. Or write George Higgins, Gen. Mgr.

KSO
5000 WATTS - BASIC CBS
MURPHY BROADCASTING COMPANY
Kingsley H. Murphy, PRESIDENT
George J. Higgins, GENERAL MANAGER
Headley-Reed Co.
NATIONAL REPRESENTATIVES

## RAY C. JENKINS NAMED BY ERWIN, WASEY CO.

RAY C. JENKINS, since August 1945 Minneapolis business consultant specializing in advertising, sales, radio merchandising and business promotion and formerly for 10 years commercial manager of KSTP St. Paul, has been named by Erwin, Wasey & Co., Minneapolis, as executive vice president and member of the board of directors effective Feb. 1, it was announced last week by Mac Martin, president of the agency. Joseph Mac Gaheran, who has been with the agency for 20 years, has been elected vice president in charge of all creative work of Erwin, Wasey of Minnesota.

Mr. Jenkins

Clients and staff of Mr. Jenkins will be consolidated with those of the Erwin, Wasey organization which has five offices in the U. S. and four abroad. Expansion of the Minneapolis office includes acquisition of a half of the top floor of the Rand Tower in that city.

Mr. Jenkins has been in radio, advertising, sales, market research, merchandising and business promotion fields for 26 years. Active in Twin Cities civic affairs, he was first to receive the award of merit issued by the Minneapolis Advertising Club for outstanding achievement in the war effort, according to Erwin, Wasey. Mr. Jenkins is former general sales manager of the 12-station Northwest Network and the Minnesota Radio Network.

## TV Receivers Shown

DU MONT presented the first television showing of its receivers last week in Washington in cooperation with the three Washington Du Mont dealers, Woodward & Lothrop, Campbell Music Co. and Electronic Engineering Inc. Television shows originating from the Sky Room of the Washington Hotel were produced by Robert J. Coar, president of Electronic Engineering. The telecasts, attended by an invited audience of 300 nightly, started Jan. 20 and were concluded on Jan. 24th. At the Monday evening show managing editors of the *Washington Star*, *Washington Post*, *Times Herald*, and *Washington Daily News* engaged in a panel discussion. The show was televised by Du Mont's WTTG and fed to WABD New York. On Wednesday evening a forum of Senators and Congressmen discussed the 80th Congress. Thursday evening a style show was given by Woodward & Lothrop. The final show on Friday night was titled *Washington Personalities* and featured nationally prominent social and legislative figures.

PLENTY OF PULCHRITUDE gathered around the WBAB Atlantic City microphone when Jini Boyd O'Connor, who conducts a daily women's program, interviewed Miss Canada of 1946 (l) and Miss America of 1946 on the same program. Miss Canada is Marion Saver; Miss America, Marylyn Buferd. We nominate Jini as Miss WBAB.

## Construction Under Way At WELM Elmira, N. Y.

WELM is the call letter of the new 250 w station on 1400 kc granted to J. Robert Meachem for Elmira, N. Y. Construction of studios will start soon at 222 Market St., with transmitter building at the north city limits on Lake St. already under way. Raytheon equipment and a 200-foot tower will be installed.

Mr. Meachem, who started one of the early college stations at Cornell U., was an airborne radar engineer with the Bureau of Ships, Navy Dept. Program director will be Preston Taplin, formerly of WHCU Ithaca and WIS Columbia, S. C. Walker Co. will be national representative.

## Contest Board Meets

WINNERS of the National Radio Week letter writing contest conducted by the NAB Assn. of Women Broadcasters during the Nov. 24-30 celebration will be selected today (Monday) by the board of judges at a meeting in the Waldorf-Astoria, New York. Two hundred radio sets will be awarded to winners. An estimated 150,000 letters have been screened by the 200 stations that promoted the contest under direction of Dorothy Lewis, NAB coordinator of listener activity. Plans for the meeting of judges were drawn up last Monday at a session held at the offices of the Radio Manufacturing Assn. in Washington. Taking part were Mrs. Lewis; James D. Secrest, RMA director of publications; W. B. McGill, director of advertising, Westinghouse Radio Stations Inc.; Charles A. Batson, NAB director of information.

## Joins Storecasts

GEORGE H. HENNESSY, grocery store merchandiser of BBDO New York, has resigned effective Feb. 1 to join Storecast Corp. of America as vice president. New service will bring music and commercials into super markets. Mr. Hennessy will supervise the planned expansion of the system.

## PROGRAMMING MAIN STATION COST ITEM

ANALYSIS of broadcasting station revenue for 1945, based on FCC figures for the year, has been completed by the NAB Research Dept. for circulation among members.

Breaking down what happens to the revenue dollar in radio, the department found that technical expenditures consume 10.7 cents of the dollar, of which 7.7 cents goes to salary and wages. Programming consumes 24.8 cents, of which 8.7 cents covers salaries and wages of the department and 7.6 cents covers talent expenditures.

Selling uses 10.6 cents of the dollar, with 5.8 cents for salaries and wages, 3.6 cents for advertising, promotion and publicity, and 1.2 cents for other sales expenditures. Thus 46.1 cents covers total direct expense for selling programs and putting them on the air. General administrative expenses cover 22.9 cents, of which 9.3 cents goes for salaries and wages, total broadcast expense thus amounting to 69 cents, leaving 31 cents for taxes, profit and other items.

## Market Conference

THE ADVERTISING CLUB of Baltimore Jan. 23-24 sponsored a marketing conference at the Sheraton-Belvedere Hotel, addressed by marketing and market research authorities. The panel of speakers included Henry Brenner, market research director, Standard Brands; Dr. John P. Foley Jr., vice president, The Psychological Corp.; L. C. Truesdell, general sales manager, radio and television division, Bendix Aviation Corp.; J. Howard Blake, director of market research, The Glenn L. Martin Co.; Dr. P. M. Hauser, assistant to the Secretary, U. S. Dept. of Commerce, assistant director, Bureau of the Census; Dr. R. S. Alexander, associate professor of marketing, Columbia U.; Harry Boyd Brown, president, Good House Stores; Dr. E. R. Hawkins, dean of marketing, Johns Hopkins U.; T. G. Johnstone, assistant to the president, Jam Handy Organization; Dr. Michael Lever, South American trade consultant. Dinner session was addressed by Judge R. V. Fletcher, president of the American Assn. of Railroads.

## Two Are Elected

HERBERT R. BAYLE and L. Grant Hamilton, veteran members of Brooke, Smith, French & Dorrance, Detroit and New York, have been elected vice presidents of that agency. Mr. Bayle is director of media for the Detroit division. He one time had been with media and research department of N. W. Ayer & Son. Mr. Hamilton, account executive, formerly had been factory and agency executive on such accounts as Studebaker and Packard. He one time was manager of the motion picture department of Campbell-Ewald Co.

IT WAS A SURPRISE party that the staff of WDAY Fargo, N. D. gave for Earl C. Reineke, president and general manager since the station's founding 25 years ago. Quarter century anniversary party also honored 13 WDAY employes who have been with the station ten years or more. Jack Dunn, station manager (l), examines the silver tea service presented to Mr. and Mrs. Reineke, Mrs. Reineke holds the set while Mr. Reineke admires it at her side. In background (l to r) are Mrs. Dunn, Mrs. Henry Shiels, Mr. Shiels and Juline Savold, studio operations manager. Mr. Shiels, a studio engineer, has been with WDAY since 1926.

## New Station at Houston Announces Studio Plans

KATL, new fulltime independent at Houston, will establish modern studio facilities in Houston's State National Bldg., 412 Main St., Fred Weber, partner in Texas Broadcasters, owners and operators of the station, announced last week. The studios will be arranged to allow for eventual FM operation, Mr. Weber said.

KATL will operate with 1 kw on 1590 kc. Station is now completing its transmitter plant and antenna array system in a Houston suburban area on Post Oak Road. The plant will provide technical research quarters and living accommodations for its maintenance staff.

## Advertising Need Seen

IN SERIOUS times ahead "simple advertising truths" will be a potent force in crystallizing prosperous economic trends, Frederic B. Ryan, Ruthrauff & Ryan board chairman, told 325 R & R employes Jan. 17 at the agency's 35th anniversary dinner at the Hotel Biltmore, N. Y. Mr. Ryan said the firm is striving for a period of peak production and that he had "every reason to believe" the nation's pent-up buying power will absorb goods produced for some time. He cautioned agency personnel to plan for the future when consumer demand must be created by advertising.

## RCA Coin Machine

RCA VICTOR Division of RCA will show its initial coin-operated radio set at the Coin Machine Show at the Hotel Sherman, Chicago, Feb. 3-5 inclusive. Several special features of the set, RCA says, are based on the results of a survey undertaken by the firm to determine what new or improved features were most desired. Sets will be demonstrated both in the RCA booth (No. 1688) on the exposition floor of the Sherman, and in the Governor's Suite. F. E. Crain, manager, RCA Sound Equipment Section, will be in charge.

## *FIRST CANADA REGION MEETING JAN. 27, 28*

FIRST OF A SERIES of regional meetings attended by Canadian broadcasters and executives of the Canadian Assn. of Broadcasters is to be held at Montreal, Jan. 27 and 28, under sponsorship of the Quebec Assn. of Broadcasters, of which Narcisse Thivierge, CHRC Quebec, is president. CAB will be represented by Harry Dawson, manager, Jim Allard, director of public service, and Douglas Scott, director of broadcast advertising.

This two-day session will be followed by a meeting with stations of the Maritime Broadcasters Assn. and meetings with station operators and managers in each of the four western provinces. All meetings will be completed before the CAB annual meeting at Jasper Park June 9-12.

Regional meetings will discuss problems and policies of the area and recommendations to be passed on to other regional sessions and the CAB annual meeting.

## Survey Underway

CONTINUING survey in magazines and radio fields is now being conducted among 1,000 leading department stores by Controlled Promotions. The results of the survey will be used as a guide to comparative promotional budgeting by the stores. The controlled promotions survey conducted in the newspaper field among 400 department stores resulted in anticipated expenditure of $735,000,000 in newspaper advertising lineage for 1947, which represents an estimated gain of over 20% of peak year of 1946 in the retail dry goods field.

## Dooley Named

EDWIN B. DOOLEY, formerly with the Institute of Public Relations and previously director of public relations of General Food Corp., has been appointed director of public relations of Buchanan & Co., New York.

## Listeners to Participate In CCNY Conference

COLLEGE of the City of New York's 1947 Conference on Radio and Business April 22-23 will introduce a new feature, listener participation in evening sessions. Recordings will be used to illustrate points under discussion.

Using NORC study, WHAN surveys and similar polls as starting point, conference will explore current beliefs and criticisms of radio. Broadcasters, advertisers, agencies, program producers are to receive awards for the best radio programming and promotion. Dr. Robert A. Love, of City College, is conference chairman.

## WFRC-FM Dedicated

WITH EMPHASIS on local talent productions, WFRC-FM Fremont, Ohio, which went on the air Jan. 15, plans to present a weekly series of variety programs, utilizing Fremont performers. More than 300 were turned away when the station was formally dedicated at a local theatre. The audience not only saw the dedicatory program but heard it via FM receivers placed at strategic spots throughout the auditorium. FCC Chairman Charles R. Denny sent a letter of congratulations to WFRC-FM in which he said: "With the dedication of WFRC, the Fremont area acquires a most important civic asset, an educational, cultural and entertainment medium of almost limitless potentialities, a powerful force for community betterment . . . It gives me great pleasure to congratulate you on being the first to bring this new and superior type of broadcasting to your section of Ohio."

## WRAL-FM Promotion

WITH SEVERAL sponsors already signed, WRAL-FM Raleigh, N. C., has announced appointment of Claude V. Dunnagan, staff announcer of WRAL, as director of sales and promotion for the new FM outlet. A survey by WRAL-FM indicates about 500 FM sets in Raleigh and the number growing, according to Mr. Dunnagan. Prestamped and addressed postal cards are distributed to FM receiver dealers in the station's territory to be given to set purchasers. Owners then receive the FM station's program schedules and promotion material. Chief local promotion for WRAL-FM is a Trans-Lux flashcast sign which operates 15 hours daily at Raleigh's chief downtown shopping intersection.

## Heads AWB Group

VIOLET SHORT, KTSA San Antonio, has been elected president of the San Antonio chapter, Assn. of Women Broadcasters, to serve for 1947. Other officers are: Jane Howley, KONO, vice president; Lily Juncker, KABC, second vice-president; Natalie Zogheib, KMAC, secretary; Ruth Burleson, KCOR, treasurer.


Excess Insurance Covering

**LIBEL and SLANDER**

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

**EMPLOYERS REINSURANCE CORPORATION**

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

HORACE N. STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices
MONTREAL • WINNIPEG
TORONTO

5000 WATTS
590 KC
NBC
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

CHANGING YOUR ADDRESS?
Then...
RUSH US A CARD
OR EVEN BETTER
BEAT ON THE TOM-TOMS
OR SEND US A LETTER.
GIVE US A RING
USE RADIO, TOO
BE SURE TO TELL US
WHEN YOUR ADDRESS IS NEW.

## TV Sets Ready

NATIONAL distribution of its television receivers is planned to be underway in early February, it was announced last week by General Electric Co. representative before Albany (N. Y.) Appliance and Radio Dealers Assn. Sets are to be sent to areas where stations are now in operation. The first GE model will be a console unit with 6 x 8 inch direct view tube. Set will include AM band.

## CKSO Gets FM

CKSO Sudbury, Ont., has been issued the second commercial FM station license in Canada, W. J. Woodill, general manager of CKSO, has announced. Special order-in-council was passed at Ottawa granting the license through the Department of Transport. Other FM commercial license in Canada is that issued to CFCF Montreal. CKSO will erect its FM antenna on the Grand Theatre Bldg. Frequency, power and call have not been announced.

## Mobile Two-Way Radio Grants Total 1000—FCC

FCC REPORTED last week that approximately 1,000 experimental grants, involving about 12,000 vehicles, have been issued for the development of mobile two-way radiotelephone service. In addition there are about 27,000 licensees operating mobile units in such recognized services as police, fire, special emergency, aviation, etc.

In the taxicab industry, which was reported to have $4,000,000 invested in radio, the Commission said 200 experimental grants have been issued covering almost 8,000 taxicabs in cities from Boston to San Diego, and that applications are on hand for nearly 2,000 additional units involving 135 cities in 40 states. Telephone facilities in 60 cities have received or applied for radio links with private cars, buses and boats, FCC said, estimating that about 4,000 pieces of mobile equipment are now operating in this category.

# WNCA Sale to WPDQ Owners For $80,100 Reported to FCC

SALE of WNCA Asheville, N. C. (1340 kc, 250 w) to the owners of WPDQ Jacksonville, Fla. for $80,100 was reported to FCC last week for approval.

The Commission also received an application covering the previously announced sale of WHIZ Zanesville, Ohio (1240 kc, 250 w), by Fort Industry Co. to Southeastern Ohio Broadcasting System for $272,500 [BROADCASTING, Dec. 30]. In view of Fort Industry's present ownership of seven AM stations, FCC had requested the filing of the application to sell WHIZ before passing upon Fort Industry's application to acquire WJBK Detroit from James F. Hopkins Inc. for $550,000 [BROADCASTING, Jan. 6].

Purchasers of WNCA are James R. Stockton, president and 30% stockholder of Jacksonville Broadcasting Corp. (WPDQ); Linton D. Baggs Jr., vice president and 60%; Robert R. Feagin, secretary, 10%. They were also associated with the ownership of Voice of Augusta Inc., unsuccessful applicant in a competitive proceeding for a new station at Augusta, Ga.

### Equal Owners

The sales agreement provided that the purchasers would pay $25,000 in earnest money and advance up to $10,000 as of Jan. 1 for the interim operation of WNCA, a new station authorized a year ago. Equal owners of the station are James M. Earnest and Albin F. Knight, Washington attorneys; J. Alfred Miller, manager of a printing business; Richard Marion Arnold, electro-medical equipment dealer, and Jack O. K. Barfield, owner of Dr. Pepper Bottling Co. at Asheville.

Southeastern Ohio Broadcasting System, buying WHIZ, is headed by H. C. Rittick, vice president and general manager of the Zanesville *Times-Signal*. Other owners are Orville B. Littick, president and publisher of the *Times-Signal*, and Earnest B Graham, attorney and businessman. Each has one-third interest. They also own the Zanesville Baseball Club.

Meanwhile, reorganization of the licensee of WWCO Waterbury, Conn. (1240 kc, 250 w) from a partnership to a corporation was reported for approval. Equal owners are Mitchell G. Meyers, Ruben E. Aronheim, and Milton H. Meyers, also owners of WEIM Fitchburg, Mass. The application asks that the licensee name of WWCO be changed to Mattatuck Broadcasting Co.


U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press


# KRNT HAS BIG NEWS DAY

### Quickly Covers Bank Robbery, Murder Stories; KSD Helps Bring Woman Bandit to Justice

KRNT Des Moines got a series of news breaks Jan. 22 which enabled the station to give quick coverage to several stories, most sensational of which was a daring robbery of the Des Moines Bank and Trust Co. and the subsequent capture of and confession by the woman bandit who held up the bank.

The robbery occurred at 1:20 p.m. and the bandit (later identified as Mrs. Opal Dixon, Des Moines waitress) emerged from the bank as a KRNT foursome was leaving a lunchroom across the street. The foursome got busy immediately, according to the KRNT management, and at 1:30 p.m. the station flashed a brief lead story phoned from the scene. This was followed five minutes later with a detailed story by a member of the foursome.

By 1:35 KRNT Newsman Charles McCuen was on the scene with a wire recorder, and from then on he had a busy day. Mr. McCuen first got interviews with bank officials and was in the bank when police arrived 45 minutes after the robbery with Mrs. Dixon. All of this was wire recorded by Mr. McCuen and put on the air on KRNT's 6 p.m. newscast. Newsman McCuen also was on hand when Mrs. Dixon confessed shortly before 10 p.m. and he got a quick interview with Des Moines' chief of police which was wire recorded and put on the air, along with a description of the confession, at 10:05 p.m. KRNT also fed the complete account to the ABC network.

To complete a day of rapid-fire news coverage KRNT on its late evening news broadcasts aired the following: wire recording of an eye-witness account of a murder in a Des Moines tavern brawl, live news reports of the accidental fatal shooting of a small boy by his father and an automobile accident involving three casualties, and a wire recording of an interview with John Hackett, newly appointed Drake U. football coach.

Another station, KSD St. Louis, figured in the events leading up to the capture of the Des Moines bank robber, Mrs. Dixon, who it later developed was the same woman who had robbed the United Bank and Trust Co. in St. Louis on Dec. 26. Reading an AP dispatch describing the Des Moines robbery and noting that this robbery was engineered in much the same manner that the St. Louis bank had been held up, an alert KSD reporter called the matter to the attention of Herman Seibels, St. Louis chief of detectives. Detective Seibels immediately got in touch with Des Moines authorities, and within an hour Mrs. Dixon had confessed not only the Des Moines robbery but also the one in St. Louis.

## U. S. to Start Russian Broadcasts Next Month

RUSSIAN-language broadcasts will be started by the State Dept. International Broadcast Division late in February, the exact date to be set sometime after Feb. 1, Kenneth D. Fry, chief of the IBD, said last week. Tests are being conducted on three powerful relay transmitters at Munich and a staff of 12 is undergoing indoctrination under supervision of Charles Thayer of the IBD.

Tentative plans contemplate a daily broadcast of news, music, editorial opinion from the U. S. and cultural programs at 1 p.m., EST (9 p.m., Moscow time). Reports reaching the U. S. indicate that Russia has thousands of shortwave receivers capable of tuning in the Munich transmitters. No formal objection to the Russian-language programs have been raised by Russia, which has been beaming English-language broadcasts to the U. S. for several months.

## Actors Feted

RALPH H. JONES Co., Cincinnati, Feb. 1 is giving a dinner in honor of the five actors playing major roles in the cast of *Linda's First Love* and who have been with the program for 10 years. The company is agency for the Kroger Co., sponsor of the program on a number of stations. Kroger executives will be present at the dinner as well as representatives of stations carrying the program and members of the cast and production staffs of all three Kroger programs. The five actors associated with the show for the past 10 years are Arline Blackburn, Karl Swenson, Edith Spencer, Barbara Weeks and Bennett Kipack. Dinner will be held at the Sherry Netherland Hotel, New York.

## Recorders Ready

BRUSH DEVELOPMENT Co., Cleveland, last week introduced the Mail-a-Voice and the Soundribbon, two new types of magnetic recorder-reproducers which are now on sale in the New York area. The Mail-a-Voice records and reproduces the human voice on folding paper blanks that can be erased and used again. The Soundribbon "magnetic ribbon" recorder-reproducer makes half-hour continuous recordings on a special magnetized paper tape, which also can be erased. A national advertising campaign is expected to begin shortly with McCann-Erickson as agency.

# RCA Electronic Color Show To Be Held Near Princeton

RCA's demonstration of its all-electronic system of color television in the FCC color video proceedings will be held in the Penn's Neck Community Club on U. S. Route 1, Princeton, N. J., starting at 10:30 a.m. Wednesday (Jan. 29), FCC said last week.

For the benefit of those going to the demonstration from New York, where demonstrations by CBS and Allen B. Du Mont Labs will be presented today (Jan. 27) and possibly tomorrow, the Commission said those planning to travel by train may take a 7:55 a.m. train from Pennsylvania Station to Princeton Junction. From there, transportation to the Community Club will be arranged by RCA.

**Start Today**

The CBS and Du Mont demonstrations will be held in Room 1703, U. S. Court House, Foley Square, New York, starting at 10 a.m. today. CBS, which is seeking immediate allocation of the 480-920 mc band for commercial color television, will demonstrate its mechanical-scanning color system. At FCC request, color material also will be transmitted from New York to Washington and back to New York by coaxial cable, for comparison with color broadcast locally.

Du Mont will show receivers with tubes giving a brightness of as much as 450-foot lamberts to pictures 14-by-18 inches, company officials said, pointing out that the effects of room illumination on reception also will be demonstrated [BROADCASTING, Jan. 20].

Meanwhile, the system which CBS proposes as a standard for commercial color operation was demonstrated Jan. 17 at Tarrytown, N. Y., for FCC Chairman Charles R. Denny and Comr. Ray C. Wakefield, who were unable to attend the Dec. 16 demonstration for the Commission.

Prior to the Tarrytown demonstration, which consisted of reception of a telecast originating 25 miles away in New York City, the FCC officials made a trip through the CBS television laboratory. There they saw the CBS color television image orthicon equipment for remote pickup, the special tube which CBS is now developing, and a demonstration on contrast range.

## Says Truman Manuscript Shadows Not From TV

EDITOR, BROADCASTING:

In the Jan. 13 BROADCASTING, there is an item in the CLOSED CIRCUIT column having to do with the shadows on the President's manuscript during his "State of the Union" address on Jan. 6. CBS, DuMont, and ourselves joined in the newsreel lighting pool for what benefits might be accrued to television. Three of the eight 2-kw flood lamps used would have been, in themselves, more than adequate for television. I mention this because I feel some people might get the impression that the lighting causing the shadows on the President's manuscript was put in there specifically for television.

J. HARRISON HARTLEY,
Director, News & Special Features, Television Dept., NBC, New York.

January 14, 1947.

## Rotarians See TV Show

TELEVISION demonstration was given last Wednesday at the weekly luncheon of the Washington Rotary Club by WMAL, now constructing a video station slated to go into operation in the nation's capital next summer. Kenneth H. Berkeley, manager of WMAL, was in charge of the demonstration, assisted by Dan Hunter, chief engineer. Three image orthicon cameras and a dozen RCA table model receivers were used. All proceedings of the luncheon were televised, along with sidewalk interviews and a newscast by Jimmy Gibbons, WMAL announcer.

## CBC Keeps Unit

CANADIAN Broadcasting Corp. has continued its wartime Overseas Unit in peacetime and has established a permanent London office for interchange of programs and news between Canada and Great Britain. CBC Overseas Unit is housed in a section of BBC offices at 200 Oxford St. and is under charge of Andrew Cowan who has staff of three girl assistants. The CBC London office picks up CBC shortwave broadcasts, records them and sends recordings to BBC of programs of interest to British listeners. To Canada it sends news from Europe every night and acts as liaison with BBC for programs to Canada. The CBC Overseas Unit was started in 1939, first members and mobile unit going overseas with Canadian troops.

## WINX Series Cited

THE SERIES dedicated to international and inter-racial understanding, *Bright Tomorrow*, broadcast on WINX Washington, last Tuesday received an award from the East and West Assn. Presentation was made to R. C. O'Donnell, station manager, following the Tuesday night broadcast. The nation-wide organization devoted to better social relations cited the program for its "immensely important contribution to peace . . ." Sol Panitz, WINX director of public affairs, is producing, directing, and in part writing the *Bright Tomorrow* series.

## Novel Surrender

HEARING the name of Detective Inspector Eugene Bernath of Minneapolis mentioned on the *Gang Busters* show while listening to a radio in Atlantic City caused Iowan S. Fogel, wanted in the Minnesota metropolis on a charge of embezzlement, to return to Minneapolis to the inspector. Mr. Fogel, who said the radio was tuned to WTCN Minneapolis when he heard the inspector's name mentioned in connection with a dramatization of the capture of a convicted murderer, explained that "Bernath gave me square treatment when I was in trouble a year ago and I decided to give myself up to him."

## Elliman Plans 'Telecity' Statement in Two Weeks

LAWRENCE B. ELLIMAN, Manhattan realtor, who nearly seven months ago announced plans for a monster television and radio center in New York, last week told BROADCASTING that he expected to issue a statement regarding the progress of the project within two weeks.

Mr. Elliman made a similar remark three months ago in response to questions as to the project's future.

In his original announcement, Mr. Elliman said that adequate financing had been assured for the construction of the 1000-acre, $60,000,000 center which would be built to house offices of networks and radio and television stations, national advertisers and advertising agencies.

# Newsmen's Dinner Plans Announced

**Four Networks Supply Shows; ABC Handling Production**

PAUL WHITEMAN, music director of ABC, his orchestra and chorus will spearhead the entertainment Saturday night (Feb. 1) at the Radio Correspondents Assn. annual dinner in the Statler Hotel, Washington, at which President Truman will be the guest of honor.

Music for the dinner will be provided by the U. S. Marine Corps Band under the direction of Capt. William E. Santleman. Abbott & Costello, among the several acts being provided by the four major networks, will present a special skit. The networks will combine to hold a cocktail party in the hotel at 6:30. The dinner is at 8 p.m.

ABC will produce the 90-minute show. In past years CBS and NBC have divided production honors. Limited to 500, the dinner will draw such dignitaries as the Supreme Court, the Cabinet, Senators, Representatives, all members of the FCC and industry leaders, among them J. Leonard Reinsch, radio adviser to the President; Justin Miller, NAB president; Roy Hofheinz, FMA president; J. R. Poppele, TBA president, and R. C. Cosgrove, RMA president.

Association officers are Rex Goad, Transradio-Press, president; Eric Sevareid, CBS, vice president; Albert Warner, WOL-MBS, secretary; Ray Henle, MBS, treasurer; Francis W. (Pete) Tully Jr., member-at-large representing independents; Richard Harkness, immediate past president. Serving with the officers on the dinner committee are: Charter Heslep, MBS Washington, chairman; William Hillman, MBS; William McAndrew, NBC; Bryson Rash, WMAL-ABC.

# KIRO Engineer Claims Idea 'Similar' To Lemmon's Dual Transmission Plan

EDITOR, BROADCASTING:

Am submitting this as a "to keep the record straight" type of letter in reference to the article on page 36 of the Dec. 23 issue regarding Mr. Lemmon's system of dual transmission utilizing the carrier shift principle.

I doubt whether this system of transmission can be considered new; its principle of operation is very simple as compared to the various modern methods of multiplexing for the purpose of multiple transmission.

During the war, while in Milwaukee, I had occasion to submit a similar idea to the National Inventor's Council, its purpose being to transmit confidential information by means of carrier phase shift—the amplitude modulation being of an unrestricted nature, or simply "camouflage", band width being determined only by that occupied by the amplitude modulation. The Council received the suggestion favorably at the time and it was subsequently forwarded to the proper military authorities who felt that it had insufficient secrecy to justify military acceptance.

I have since tried to interest private interests in this for post-war possibilities through the Crosby Research Foundation and other organizations but have not done much along this line, anticipating legal (patent) and financial difficulties.

Mr. Lemmon deserves much credit in carrying forward the development of this system to the point of actual demonstration in connection with his station and his endeavors to utilize it in furthering the "post-war peace effort" are highly commendable to say the least.

Verly truly yours,
RUDOLPH A. ERICKSON,
KIRO Seattle.

# At Deadline ...

## 5 NEW AM STATIONS GET FCC APPROVAL

GRANTS for five new AM stations and full-time use of 970 kc by WWSW Pittsburgh, WICA Ashtabula, and WEBR Buffalo announced by FCC Friday.

Commission withdrew Oct. 31 grant to KMBC Kansas City for 5-kw daytime station on 550 kc near Concordia, Kans. [BROADCASTING, Nov. 4], on petition of KWTO Springfield, Mo., which claimed Concordia operation would violate KWTO's interference-protection rights. Prompt hearing on Concordia application foreseen, with KWTO KLZ WIBW KSAC KCRS and Radio Broadcasters Inc. made parties to proceeding. Oklahoma City 550-kc application of Fred Jones Radiocasting & Television Co., which also protested Concordia grant, to be heard at same time.

New-station grants for Eugene, Ore.; Yuba City, Calif.; Macomb, Ill.; Clinton, Ill.; Green Bay, Wis. Latter arose out of competitive proceeding and went to Green Bay Broadcasting Co., winner of proposed decision, after rival applicant, Green Bay Newspaper Co., amended to a non-conflicting frequency. Newspaper Co. petition for immediate grant dismissed.

Winners in 970-kc case: WWSW, move from 1490 to 970 kc, increase from 250 w to 5 kw, DA fulltime; WICA, go from 1 kw daytime on 970 kc to fulltime with 5 kw day, 1 kw directionalized at night; WEBR, move from 1340 to 970 kc, increase from 250 w to 5 kw, DA fulltime. FCC originally proposed to deny all but WICA; grants for all three, subject to modification of DA's, made possible as result of FCC-applicant conferences. WSVA Harrisonburg, Va., fourth applicant for 970 kc, found it impractical to revise engineering plans to give protection that would be required and its application was denied.

Grants:

Yuba City, Calif.—Peach Bowl Broadcasters. 1600 kc, 500 w, fulltime Equal partnership: Beverly B. Ballard, radio engineer, 20% owner Sacramento Valley Broadcasters, FM permittee for Marysville, Calif.; Dewey Allread Jr., Gibson Lines depot superintendent at Camp Beale, Calif.; Clyde L. Goodnight, real estate and insurance; Raymond F. Linn, accountant; Esther Ullom, engaged in farming.

Clinton, Ill.—Cornbelt Broadcasting Co. 1520 kc, 1 kw, day only. Principals: Henry E. Rhea (30%), sales manager for broadcasting and television equipment, RCA; Keith Rhea, president (30%), physician; Thomas S. Dinsmore (15%), bank executive; Frank Moots (15%), automobile dealer; Rex R. Rhea (10%), who will be farm director.

Macomb, Ill.—Macomb Broadcasting Co. 1510 kc, 250 w, day only. Principals: James C. Bailey, president (49.33%), bank official; Lyle B. Landis (49.33%), radio engineer; Dorothy C. Bailey (1.34%), wife of James C. Bailey.

Eugene, Ore.—Radio Air Ways Inc. 1600 kc, 1 kw, fulltime, DA-N. Principals: E. L. Kincaid, president (23%), lawyer; G. G. Vander Vlugt (76.9%), physician and surgeon; Clyde W. Kincaid (1%).

Green Bay, Wis.—Green Bay Broadcasting Co. 1400 kc, 250 w, fulltime. Equal owners: Ben Laird, former manager WOSH Oshkosh; Irvin S. Kramlich, part-owner retail grocery chain; Clarence L. Kramlich, also in retail grocery business.

## WSB GIVES TALMADGE TIME; FCC GETS COMPLAINT

EMBROILED in argument with Herman Talmadge, one of claimants to Georgia gubernatorial office, WSB Atlanta offered him 6:15-6:30 p.m. Friday. From now on station will sell time to either Talmadge or Ellis Arnall.

FCC received Talmadge complaint charging WSB with unfair treatment.

## N. M. PETITION DISMISSED

FCC Friday dismissed application of New Mexico State College Regents for involuntary assignment of KOB Albuquerque license to college since assignor's signature was lacking [CLOSED CIRCUIT, Sept. 9, 1946].

EDWARD J. HEFFRON, executive assistant on public relations to NAB President Justin Miller, resigns Jan. 31 to enter law practice.

## FCC RENEWS 46 LICENSES; 14 CONTINUED ON TEMPORARY

FORTY-SIX AM stations granted license renewals, Comr. C. J. Durr voting for hearing in three, 14 stations continued on temporary, FCC announced Friday. Two commercial, several experimental television licenses also renewed.

Renewed to Feb. 1, 1950:

WNBH New Bedford, Mass.; WDAK Columbus, Ga.; WGTM Wilson, N. C.; WCBI Columbus, Miss.; KWFC Hot Springs, Ark.; KMYR Denver; KBND Bend, Ore.; KXRO Aberdeen, Wash.; WAIR Winston-Salem, N. C.; WCMI Ashland, Ky.; WEIM Fitchburgh, Mass.; WEMP Milwaukee; WENT Gloversville, N. Y.; WFBG Altoona, Pa.; WFEB Sylacauga, Ala.; WFHR Wisconsin Rapids; WGH Newport News, Va.; WHAT Philadelphia; WLAK Lakeland, Fla.; WLBJ Bowling Green, Ky.; WMBO Auburn, N. Y.; WMSA Massena, N. Y.; WNCA Asheville, N. C.; WSAJ Grove City, Pa.; WSAV Savannah, Ga.; WSTV Steubenville, Ohio; WTAL Tallahassee, Fla.; WALL Middletown, N. Y.; WBRE Wilkes-Barre, Pa.; WEXL Royal Oak, Mich.; WKEY Covington, Va.; WLBC Muncie, Ind.; WLNH Laconia, N. H.; WMFF Plattsburgh, N. Y.; KCKN Kansas City, Kan.; KFRE Fresno, Calif.; KFYO Lubbock, Tex.; KHMO Hannibal, Mo.; KRMD Shreveport, La.; KUIN Grants Pass, Ore.; KVOL Lafayette, La.; KWLM Willmar, Minn.; KWOC Poplar Bluff, Mo.; KOCY Oklahoma City; KROC Rochester, Minn.; KCRA Sacramento, Calif. (Mr. Durr voting for hearing on KOCY KROC KCRA).

KSAM Huntsville, Tex.; WJXN Jackson, Miss., renewed to Aug. 1, 1948; WEW St Louis to Nov 1, 1949.

Continued on temporary to April 1:

KABC San Antonio; KELO Sioux Falls, S. D.; KXOX Sweetwater, Tex.; WEDC Chicago; WEOA Evansville, Ind.; WABY Albany, N. Y.; WBLK Clarksburg, W. Va.; WING Dayton; WNOE New Orleans; WOV (& auxiliary) New York; WPAR Parkersburg, W. Va.; *WEMP (auxiliary) Milwaukee; *WEPM Martinsburg, W. Va.; *WMLT Dublin, Ga.

Television licenses renewed to Feb. 1, 1948:

W9XBB W9XBK W9XBT W9XPR, Balaban & Katz Corp.; W2XCS, CBS; W1XDY, Continental Telev. Corp.; W2XEM W2XVT W2XWV W3XWT W10XKT WABD, Allen B. DuMont Labs.; WRGB W2XGE, General Electric Co.; W2XBT W2XBU, NBC; W10XAF W10XAD W3XE W3XPD through W3XPI W3XPK W3XPL W10XPB W10XAE W10XP W10XPA W10XPC W10XPR. Philco Telev. Bcstg. Corp.; W3XAD W3XEP, RCA; W9XZC W9XZV, Zenith Radio Corp.

*Applications filed late.

## WBLK, WPAR SALES GET COMMISSION APPROVAL

FCC announced approval of $485,000 sale of WPAR Parkersburg, W. Va. (1450 kc, 250 w) and WBLK Clarksburg (1400 kc, 250 w) by Mr. and Mrs. John A. Kennedy to News Publishing Co., publisher of 14 West Virginia newspapers. Approval conditioned on News subsidiary's giving up grant for 250-w WOPK on 1340 kc at Marietta, Ohio, 10 miles from Parkersburg. News reported agreeable.

Commission consent came in reconsideration of action designating sales applications for hearing on issues including possible concentration of control over mass communications since News operates both Parkersburg papers and WPAR then was only station there. Since then, CP issued for another station. News publishes no paper at Clarksburg. News is headed by Mrs. Frances Ogden Stubblefield; Austin V. Wood is vice president and general manager of newspaper operations.

Sales price for WPAR, CBS outlet, $307,500 [BROADCASTING, Jan. 28, 1946]; for WBLK, NBC affiliate, $177,500 [BROADCASTING, April 8]. Both stations members of West Virginia Network, headed by Mr. Kennedy. Kennedys also own WCHS Charleston and 48% WSAZ Huntington. In original sales announcement Mr. Kennedy said funds from WPAR and WBLK sales to be used in expansion of Charleston and Huntington operations into FM and TV.

## 2 FM CONDITIONALS, 15 CPs ARE GRANTED BY FCC

CONDITIONAL grants for two new FM stations and construction permits for 15 announced by FCC Friday. CPs included two "in lieu of previous details" and three (to stations on air) covering equipment for operation in new band.

Both conditionals for Brockton, Mass. and both for Class A operations. One to Enterprise Publishing Co., owner WBET Brockton. Other to Plymouth County Broadcasting Corp., AM applicant, owned by Willis R. Davies, businessman (37½%); Edmund J. Campbell (27½%) and Robert G. Clark Jr. (25%), attorneys; Mark L. MacAdam, radio technician (5%); H. Scott Killgore, Navy veteran, now with Collins Radio, and one-third owner WCNH Concord, N. H. (5%).

CPs issued as follows (power is effective radiated power; antenna height, height above average terrain; AM affiliation shown in parentheses):

Piedmont Pub. Co. (WSJS), Winston-Salem, N. C.—Class B; 103.9 mc (Channel 280); 48 kw; 330 feet.
Richmond Radio Corp. (WRNL), Richmond, Va.—Class B; 98.7 mc (No. 254); 43.7 kw; 420 feet.
Roanoke Bcstg. Corp. (WSLS), Roanoke, Va.—Class B; 93.3 mc (No. 227); 4.3 kw; 2135 feet.
Siskiyou Bcstg. Co. (AM grantee), Yreka, Calif.—Class A; 105.5 mc (No. 288); 270 w; minus 65 feet.
Pacific Bcstg. Co., San Francisco, Calif.—Class B; 96.5 mc (No. 243); 9.6 kw; 1,330 feet.
Ashbacker Radio Corp. (WKBZ), Muskegon, Mich.—Class B; 98.7 mc (No. 254); 46 kw; 300 feet.
Shelbyville Radio Inc., Shelbyville, Ind.—Class B; 94.1 mc (No. 231); 5 kw; 190 feet.
Hudson Bcstg. System, Mount Vernon, N. Y.—Class A; 106.7 mc (No. 294); 300 w; 170 feet.
W. Va. Bcstg. Corp. (WWVA), Wheeling, W. Va.—Class B; 100.5 mc (No. 263); 11.3 kw; 620 feet.
J. K. Patrick & Co. (WGAU), Athens, Ga.—Class B; 100.1 mc (No. 261); 4.4 kw; 258 feet.
*KOIN Inc. (KOIN), Portland, Ore.—Class B; 94.5 mc (No. 233); 210 kw; 1,350 feet.
*Unity Bcstg. Corp. of Tenn., Chattanooga, Tenn.—Class B; 94.9 mc (No. 235); 4.2 kw; 740 feet.
**Westinghouse Radio Stations (KDKA), Pittsburgh, Pa.—Class B; 92.9 mc (No. 225); 9 kw; 670 feet.
**John Lord Booth (WJLB), Detroit, Mich.—Class B; 96.5 mc (No. 243); 30 kw; 430 feet.
**Westinghouse Radio Stations (WBZ), Boston, Mass.—Class B; 100.7 mc (No. 264); 20 kw; 500 feet.

(*) In lieu of previous details.
(**) CP's to cover equipment for operation in new band.

MILWAUKEE JOURNAL (WTMJ & WTMJ-FM), which gave up original permit for black-and-white video station but reapplied [BROADCASTING, Dec. 16], given grant for Channel 3 (60-66 mc) with 16.1-kw visual power and 17-kw aural.

## Closed Circuit

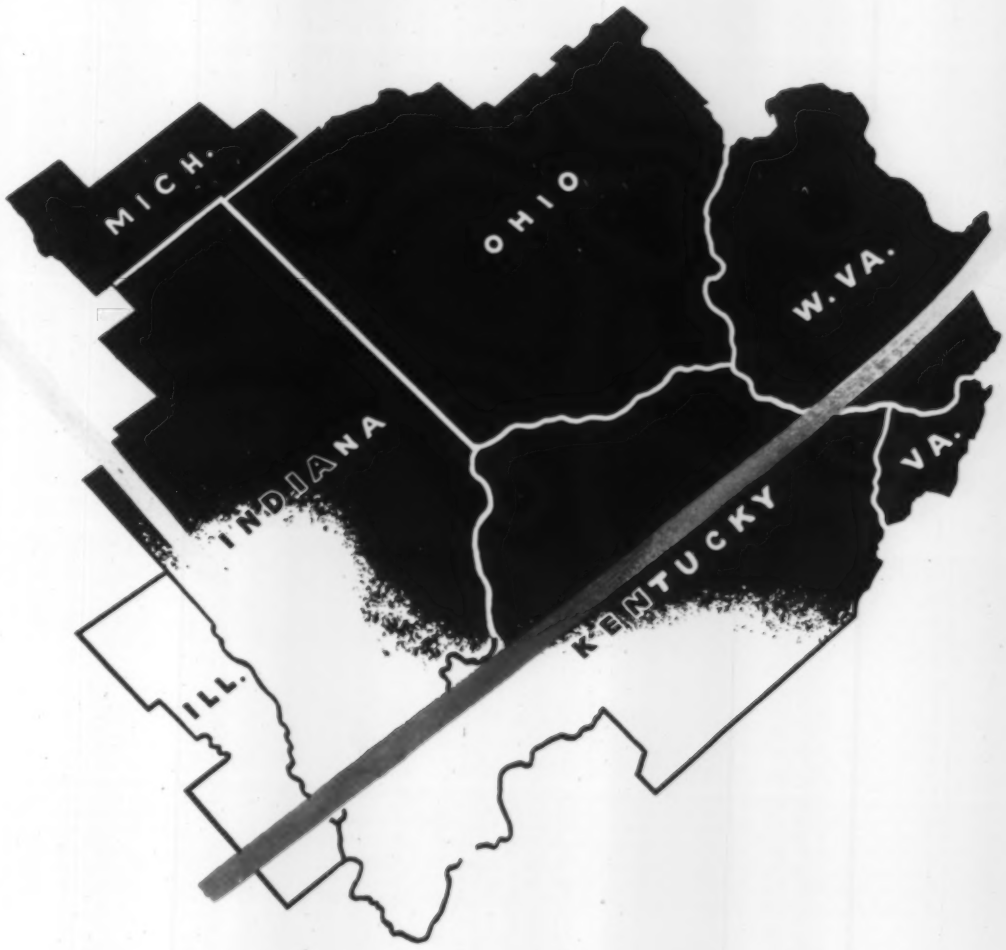
(*Continued from page 4*)

channel hearings deemed inevitable. Hearings originally scheduled to resume in February. Outlook is for postponement until at least August.

WHEN INTERNATIONAL Telecommunications Conference gets under way in Atlantic City May 15, FCC delegates will be headed by Charles R. Denny, chairman, and Comr. E. K. Jett, engineering and treaty expert.

AFTER MULLING for hour at Thursday meeting request of FMA to drop designation "standard broadcast" and substitute "AM" in its rules and on various forms (see story page 16) FCC reportedly eying proposal with favor, but stumped on international basis. Broadcast band 550-1600 kc commonly known as "standard band," although no formal treaties designate it as such. Commissioners understood to be probing possibilities of substituting "standard" with "AM" domestically on future forms when present supply is exhausted.

# in this area...




***In this area there are 2,735,051 radio homes. Of these homes, ONE STATION in four weeks...***

- *reaches 70.1% between 6 AM and Noon*
- *reaches 70.8% between Noon and 6 PM*
- *reaches 79.2% between 6 PM and Midnight*
- *reaches 81.2% between 6 AM and 6 PM*
- *reaches 86.1% between 6 AM and Midnight*

***and that ONE STATION is . . .*** **WLW**

THE NATION'S MOST MERCHANDISABLE STATION

*Nielsen Radio Index February-March, 1946*

CROSLEY BROADCASTING CORPORATION